

VIII International open  
student forum "PR-kvetka"  
Minsk, Belarus  
March 26-28, 2015



**Dear colleagues!**

The Organizing Committee of the VIII International open student forum "PR-kvetka" welcomes you to participation and cooperation.

**Organizer:** Department of Communication Technology of the Institute of Journalism of the Belarusian State University;

**Coorganizer:** consulting company IPR, Belarus.

**Forum objectives:** formation and development of the student community in the field of PR and Advertising, exchange of experience between students, academics and practitioners, involvement of students into scientific and practical activities.

**Dates:** March 26 - 28, 2015.

**Venue:** Institute of Journalism of the Belarusian State University (Belarus, Minsk, Kalvariyskaya St., 9).

**Working languages of the forum:** Belarusian, Russian and English.

**Expected number of participants:** 500-600.

**We invite students (both Bachelors and Masters)** of higher educational institutions, as well as **academics and practitioners** in the field of PR and Advertising to take part in the forum. They should be majoring in "Communication", "Public Relations", "Advertising", "Marketing" and "Journalism".

**Innovation of 2015:** only teams can take part in the competition. The team may consist of 2-8 participants together with their research supervisor (if necessary).

Within "PR-kvetka" forum, two main competitions will be held, where winners and prizes will be determined respectively:

- PR-projects
- Advertising projects.

**Contacts:**

[forumprkvetka@gmail.com](mailto:forumprkvetka@gmail.com)

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One student team may submit no more than one project in each competition. The number of teams from an institution is unlimited.

**To enter the competition** you need to submit your application as well as a brief description of the project to the following e-mail: [forumprkvetka@gmail.com](mailto:forumprkvetka@gmail.com) **no later than March 2, 2015 (marked "Application Form")**. Full version of PR and Advertising projects should be submitted until **March 15, 2015 (marked "Project fair")**.

**Note: The deadline for submission of applications is March 2, 2015; the deadline for receiving final projects is March 15, 2015.**

A scientific conference will take place within the International open student forum "PR-kvetka". The participants will be able to publish their research papers in the electronic edition of abstracts. The conference includes the following sections:

1. Development of communication in social sphere.
2. The Advertising communication: modern technologies and channels.
3. Territorial marketing and geobranding: types and tools.
4. Corporate culture and communication.
5. Internal communication as an element of corporate strategy.
6. Intercultural dialogue in the professional field.
7. Trends in the development of intercultural communication.
8. Integrated communication as a factor of business development.
9. Trends in Advertising and PR.
10. Communication technologies within the Internet.
11. Creativity in Advertising.
12. Communication in governmental-private partnership.

**To participate in the scientific conference** you need to submit your application to the following e-mail: [forumprkvetka@gmail.com](mailto:forumprkvetka@gmail.com) **no later than March 2, 2015 (marked "Application Form")**. Final research papers (abstracts) should be submitted until **March 15, 2015 (marked "Scientific conference")**. Presence at the venue is not necessary.

**Note: The deadline for submission of applications is March 2, 2015; the deadline for receiving final abstracts is March 15, 2015.**

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Apart from the main competitions and scientific conference, the program of the Forum includes:

- Workshops and webinars by practitioners;
- Panel discussions in the field of Public Relations and Advertising;
- Excursions and entertainment program.

Participation in the forum is **free of charge**. The winners will receive valuable prizes, invitations to internship or employment in well-known companies.

All participants are expected to cover travel, meals and accommodation expenses on their own (or by sending institutions). However, we assist the participants with finding and booking the most suitable travel tickets as well as accommodation.

**NOTE:** In order to come to Belarus, participants need to have a **valid foreign passport** and **visa**. We assist with cooperation with Belarusian Embassies and helping the participants to get **FREE group visas**. For this reason, we await for the detailed information about the participants as soon as possible (but no later than March 2, 2015).

For more detailed information please visit our [website](#).

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