

Apeiron Academy Challenges

„How would I present Bulgaria if I were a PR specialist?“

Do you want to share your views on how Bulgaria can be successfully presented in front of Europe and the world? If you are young, love your country, have no knowledge and experience in the field of public relations (PR) and communications but have an idea about how we can create a positive image for Bulgaria, take part in the first youth (16-21) PR competition, organized by the Accredited Center of the Chartered Institute of Public Relations (CIPR) in Bulgaria – Apeiron Academy.

Why should you do it? At least 10 reasons:

- Because you care about the way Bulgaria is presented in front of the world,
- So you can provoke your brain cells before the summer vacation,
- To get out of the vicious circle of thinking “nothing depends on me”, if you were ever into it, of course,
- In order to provoke the PR and communication specialists who have lost the freshness of their youthful enthusiasm,
- To win first prize,
- To meet peers who care about Bulgaria,
- In order to meet Bulgarian PR and communication specialists,
- To learn that PR is not manipulation but knowledge and skills to make a good presentation of something worthy,
- To be assessed by PR and communication specialists from Bulgaria and UK,
- And perhaps to choose your future career!

How to do it?

- Be curious about what PR actually is,
- Write in English a 500-word essay (+/- 10%) on the topic of “**How would I present Bulgaria if I were a PR specialist?**”,
- Send the essay together with a CV to academy@apeironacademy.com by June 11, 2010,
- Then cross your fingers and hope that you are one of the competition winners who will get a prize
- Expect the announcement of the results on June 21, 2010.

What are the prizes?

- First prize for the best essay is a **full scholarship for a British professional qualification course in PR and communications** which will be held for the first time in Bulgaria in Fall, 2010.
- 1 prize for the grand winner and 9 of his/her peers to **participate in the initiative” A day with the PR department of...**” in the beginning of July, 2010 when the participants will have the opportunity to “get immersed” into the workday of recognized PR and communication specialists in Bulgarian and foreign companies, such as *Mobiltel, BNP Paribas Personal Finance – Bulgaria, Bella Bulgaria, Deloitte, Danone Serdika, Apeiron Communication.*

- And more: All 10 winners will go through a short **course in PR and communications** conducted by graduates of the Chartered Institute of Public Relations.

Conditions to participate in the competition:

- To participate in the competition are allowed students up to 21 years-old who do not have formal education and are not professionally involved in the field of PR and communications;
- The participation of students who are currently pursuing formal education in the fields of PR and communications is not allowed;
- The participation of PR and communication specialists as well as graduates of the Chartered Institute of Public Relations is not allowed.

Candidate assessment/Essay grading:

1. Evaluation will be done in two stages:

- Preliminary assessment based on the documents submitted
- Grading of the essays allowed to participate in the competition by a panel of experts.

2. **The panel** is comprised of Bulgarian and British experts and practitioners in the fields of PR and communications, graduates of the Chartered Institute of Public Relations.

**Deadline for document submission:
June 17, 2010**

**Announcement of the results:
June 24, 2010**

**„A day in the PR department of...“
July 1-10, 2010**

Documents can be submitted:

A) electronically to e-mail: academy@apeironacademy.com

B) or in the office of Apeiron Communication at:

54 Iskar Str., 2nd floor

1000 Sofia

t.: 02/ 811 7855

http://www.apeironacademy.com/cipr/cipr_eng.html

About the competition:

The essay competition “How would I present Bulgaria if I were a PR specialist” and the initiative “One day in the PR department of...” are part of a Apeiron Academy project dedicated to the idea of creating various and diverse opportunities for young people for professional, social, and personal development. The project aims to help improve the communication skills of young people and provides an opportunity for career guidance. Apeiron Academy is an organization that presents educational opportunities in the fields of business communications, PR and marketing, internal organizational communications, leadership skills, etc. Apeiron Academy is an Accredited Qualification Center of the Chartered Institute of Public Relations (CIPR, UK).