

BAS Media Training Serock 2008

Contributed by K M Piskorski
Wednesday, 12 March 2008
Last Updated Saturday, 17 January 2009

BAS has done it again! As requested we offered You a chance to participate in the Media Training Workshop. We started on Friday the 7th of March, at the Pan Tadeusz Hotel in Serock near Warsaw.

P1: And we really had difficulties to part after two days,
we simply became good friends.

Sixteen BAS members from Poland participated in this event. Five friends from fellow alumni associations in the Ukraine and Russia joined us for the weekend. As usual the workshop was conducted by Grzegorz Nawrocki, a journalist and media expert and fellow BAS member.

P2:Trainer and his camera

P3: More light, please !!!

P4: Inquisitor General himself

The training was delivered in workshop form and the aim was to prepare the participants for public appearances, such as giving public statements or interviews. This learning-by-doing experience included role-playing. Each participant had a chance to become a spokesperson for a multinational corporation, a well-known politician or an entrepreneur in front of the camera.

P5:Interview with our Guest

P6: Fully professional

P7: For president !

Although primarily focused on developing professional skills, our workshop became a perfect platform to exchange experiences with fellow alumni associations from abroad. During panel discussion we talked about issues related to strategy development, financing and members' acquisition in alumni associations. Apparently we face similar challenges and we can join forces to make our cooperation more effective. Marzena Polak, PR & Partnerships Manager from the British Council and BAS President Sylwester Janik joined us for the discussion.

We continued our informal dialogue late into the evening. And the participants themselves decided to get involved: everyone had a chance to learn a few steps of cha-cha or rumba during a short dance class conducted by Piotr Drag, one of the participants. A short video-chronicle from this event will be available soon on our website.

P8: Dinner on Saturday

P9: Informally as Friends

P10: In Vino Veritas

Photos kindly provided by: Elena, Ludmila, Antoni and Mariusz.

Join us for future BAS events, as we are hoping to deliver much more this year.

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