

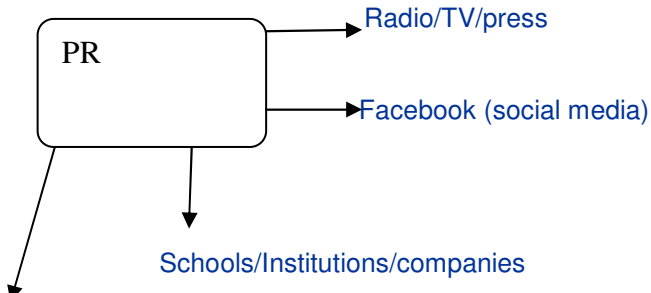
<b>Meeting Description</b>	Fourth Project Meeting in Kuopio (Finland)
<b>Meeting hosted by</b>	Savon ammattii - ja aikuisopisto

<b>Date / Time / Place</b>	Friday, 21 <sup>st</sup> September 2012
<b>Name of Workline</b>	Workline E - The Last Mile
<b>Name of Workgroup</b>	Public Relations

<b>Representative workgroup member</b>	Gerard-Jan van Dun [NL] Stig Märstad [NO]
<b>Co-representative workgroup member</b>	Terence van Acquoij [NL]
<b>Co-representative workgroup member</b>	Hanne Garnvik [NO]

<b>Further workgroup members</b>	Kevin Vogels [NL]
	Marc van Erp [NL]
	Silvert Aune [NO]
	Marius Knutsen Hagen [NO]
	Lena Mari Roos Skjevold [NO]

<b>Minute written by</b>	Gerard-Jan van Dun [NL]
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<b>Description of work progress: Topics / Tasks / Results / Decisions / Facts of importance</b>	<b>Responsible school(s) or person(s) incl. deadlines</b>
<p>Our Brief:</p> <p>First our group discussed what PR is and what we would like to achieve.</p>  <p>Our goal was/is to reach as many people as possible.</p> <p>Brainstorming session:</p> <ul style="list-style-type: none"> <li>• Contact DVD group</li> <li>• Each country could contact local news</li> <li>• Contact news agencies or local TV of organizing country</li> </ul>	

<b>Description of work progress:  Topics / Tasks / Results / Decisions / Facts of importance</b>	<b>Responsible school(s) or  person(s) incl. deadlines</b>
<p>Criteria of the text(s):</p> <ul style="list-style-type: none"> <li>• Catchy</li> <li>• Sense of humour</li> <li>• Facts</li> <li>• Write a text and do proof reading</li> <li>• Ask students of another dept. e.g. marketing, tourism, journalism etc.</li> </ul> <p>Ideas:</p> <ul style="list-style-type: none"> <li>• Write 1 press release in English to be sent to each participating country.</li> <li>• Write 2 press releases and vote for the best. Then send the best one to each participating country</li> <li>• Use Facebook to get young people interested</li> </ul> <p>Terence [NL] and Hanne [NO] will discuss further steps and report back to the reps.</p>	<p>Terence/Hanne</p>