

## Meeting of the Public Relations Commission and Mass Media of the Council of Rectors of St. Petersburg in SPbPU

On January, 27 Peter the Great St. Petersburg Polytechnic University housed the meeting of the Public Relations Commission and Mass Media of the Council of Rectors of St. Petersburg universities. The theme of the meeting was “The Problems of Organizing the Work of Public Relations in Higher Education Institutions: the Experience of SPbPU”.



As the meeting was held on the solemn holiday – the day of the full lifting the siege of Leningrad – it began with a minute of silence in memory of the heroes who defended the city.

The event, which aimed at sharing practices in the field of information exchange, was attended by over 20 representatives from 14 universities of the city. The participants of the meeting were welcomed by the Rector of the Polytechnic University A.I. Rudskoy: "Today Mass Media play a decisive role in the lives of Russian youth, so they have to carry the heavy burden of educating the youth." Andrey Ivanovich gave a brief description of the interaction of the Polytechnic University with the media and various community groups, emphasizing the

importance of interactive methods of influence. "Our university has Media Center, which successfully monitors the information field of the University. Our new website, launched less than a year ago, is not only informative, but also educational. It directs the students, protects their rights and so on", concluded the Rector.



The talk about the information policy of the university was continued by D.I. Kuznetsov, the Vice-Rector, the Press Secretary. In his report "Peter the Great St. Petersburg Polytechnic University in the global educational environment and its information policy" Dmitry Ivanovich told about the stages of the development of the university, as well as about the transformation of the Polytechnic University under the Project "5-100", and the place of the university in international rankings. «PR depends on what is happening inside the university in the sphere of education, research, international activities. These are the main resources from which we derive the information that we provide to the market", - D.I. Kuznetsov explained.





Tuchkevich V.M., the head of the Advanced Information Technologies Office of SpbPU, reported about presenting the university in the Internet and about working with social resources, commented in detail on the stages of the development of the official website of the University and the main aspects of filling it with content. In order to present the implementation of the information policy of the university from the traditional - printing point of view, the Director of Academic Publishing A.V. Ivanov gave the speech "Polytechnic University Academic Publishing in the era of technology platforms changes".

The Director of Corporate Public Relations Office A.N. Kobyshev presented the stages of formation of corporate culture and style of the university. The new logo of the Polytechnic University was of particular interest among the participants of the meeting. The colleagues asked questions on the brand architecture of SpbPU, and also asked for advice on the creation of the corporate style of their universities.

At the end of the meeting the participants had a tour of the main building of the Polytechnic University.

Media Center, SPbPU

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