

PTPI's Leadership Seminar

Public Relations

Berlin, Germany: October 22-26, 2008

Workshop Results



*International
Peace through Understanding*

A. PTPI CAFÉ – CHAPTER VISIBILITY

This special exercise encouraged the exchange of ideas and best practice examples between participants about how to increase their **chapters' visibility** on a community, national, European and worldwide level. Participants worked in five small groups. The results of the discussions are summarized below.

1. Community:

- Publish articles in the local newspapers.
- Share information about chapter events and programs with local TV.
- Organize presentations and press conferences.
- Invite the city mayor to certain events (because media follows automatically).
- Initiate humanitarian projects.
- Organize entertainment events, for example concerts.
- Organize fundraisers.
- Initiate community projects or workshops.

2. National:

- Invite other chapters in the region for a weekend.
- Create a regional debate club.
- Organize and/or participate in PTPI's European Conference.
- Report about chapter events and PTPI members in radio programs.
- Create and distribute flyers and posters.
- Initiate humanitarian programs (distributing aid, food, clothes, hospital beds, etc.) in cooperation with government institutions.
- Participate in the Meet the Diplomats Program to connect with the city council/local or national government.

3. European:

- Participate in conferences, seminars and festivals.
- Use a Web-forum to post topics and spark discussions.
- Participate in NGO networks.
- Publish articles in the European Newsletter.
- Initiate an international Web-conference.
- Organize a humanitarian action.
- Organize a Peace Camp in Europe.
- Take part in the Cultural Peace Day Celebration.
- Cooperate with the Council of Europe and/or the European Union.
- Advertise on aircrafts.
- Create a Website.

- Involve famous people/VIPs in your chapter and its activities.
- Spread stickers (street art) all around Europe.

4. **Worldwide:**

- Organize and/or participate in PTPI's Worldwide Conference.
- Take part in Website-networks.
- Involve famous people.
- Approach and cooperate with governmental educational and/or cultural institutions.
- Send articles to People Magazine and On Track.
- Improve PTPI programs.
- Make better PR.
- Climb Mount Everest and put a PTPI flag on it.
- Jump at the same time all over the world.
- Sponsor a sportsman/team at the Olympics.
- Cooperate with NASA.
- Contribute to UNESCO books.

B. CREATIVE WRITING WORKSHOP

The aim of the Creative Writing Workshop, which was organized by representatives of the organization *Loesje*, was to make surprising, humoristic, critical, positive and striving texts. Things can be said in many ways. The art was to say it in a way that incites curiosity, reflection and action. Participants stimulated each other in an associative way. Together they chose the topics to write on and then passed their papers around in the circle, playing with each other's words and sentences by using and changing sayings, turning the meaning of the texts around, creating exaggerations and contradictions as well as listing connotations. Below you will find a selection of topics that were addressed and the most striking sentences written by participants in relation to that.

1. Crossing Mental Borders

- I'm not afraid of flying. I can fly.
- I am on the right side of the border.
- Is it right to stay left?
- Dare make a fool of yourself.
- Don't fear what you don't know.

2. Forceless Ways of Promoting Peace

- One smile has more power than a thousand guns.
- Make love, not war!
- Let's start with a smile in the morning and greeting the people you meet going to work!
- Does peace need promoting?
- The shortest distance between two people is a smile.

3. Peace through Understanding

- Sometimes it is easy to understand but not so easy to accept.
- Peace is only possible if you understand yourself first.
- If you understand and like your self, you will be open-minded with other people.
- To achieve peace through understanding, you must first understand peace.
- Understanding is the key to the solution of all problems, the only way to live together. It's just a matter of time, patience and a matter of making an effort!
- Act locally, think globally.

4. Freedom of Movement

- Remember your limits and you will be free.
- A ballet dancer moves freely across the stage, but her movements are dictated by strict rules and discipline.
- “Freedom of movement!” said the ballet dancer and climbed out into the audience.
- Freedom of movement begins with only one step.

5. Love and Respect

- Respect can be without love, but love can’t exist without respect.
- Love unites.
- You don’t have to love everyone, but you should respect everyone because he or she is a human being.
- Love and respect sounds like the perfect marriage.
- There is nothing more natural than love.
- How many different kinds of love are there?

6. Intercultural Learning

- The world around us is so diverse and amazing that I can’t keep myself from learning about other countries.
- This is a way to promote peace and a very efficient one. I like it a lot.
- Learning about other peoples’ way of life can lift us out of the boredom of our own everyday life.
- Inter-galaxy learning is the future of intercultural learning.

7. How to get more members, motivate them and keep them

- PTPI is fun and something very important for everybody.
- Constant change as a source of strength.
- Organizing parties for all that helped after a successful event is also motivating.
- Kind-hearted people always motivate me.
- Do you keep your members well kept?
- A smile will motivate anyone.

8. Making PTPI visible

- Everyone is a part of PTPI. They just don’t know it yet.
- Making PTPI visible means: make yourself visible.
- You have to learn how to be the ambassador of your chapter, town, and country.
- Mind-blowing, thought-provoking, fun-seeking, not-working.

9. Making Friends of Strangers

- There is nothing strange about friendship.
- Every stranger could be a friend, and every friend could be a stranger.
- There are no strangers, only friends you don’t know well yet.
- Strangers are only strangers if I decide that they are.

10. Having fun while promoting peace

- Keep smiling with PTPI!
- The globe is round, don’t be square.
- Come together quite often and bring together.
- The more you smile the longer you live.

11. Language and Communication

- Body language speaks for all.
- Talk with your eyes.
- A smile is the best way of communicating.

- I smile and they know I come as a friend.
- Languages are beautiful, but they can be barriers for understanding.

C. MEMBER OUTREACH WORKSHOP

During the member outreach workshop, participants reflected on the membership structure of their chapters and formulated objectives for future member outreach activities. Participants came up with a list of projects that could help to attract new members to their chapters according to the chapter's needs. In small groups, participants worked on elaborating five different projects.

GROUP 1: Photographic Exhibition “The beauty of our people”

1. Aim:

- to attract attention to the problems of different minorities that they face in European cities;
- to introduce the unique culture of each one at the background of the modern city;
- to prevent discrimination and racism.

2. Resources needed: Time, money and skills

- From PTPI we need: matching grant for printing, stationary and equipment.
- Local community:
 - Support from the city authorities to introduce the exhibition on the cities billboards.
 - To publish calendars and postcards with the pictures after the exhibition we need the support of the Commission of UNESCO
- Informational support and sponsorship from the companies “Nikon”, “Sony”, “Kodak” to use the logo of the contest and of PTPI in their adverts

3. Time frame: December 2008 – April 2009

- December 1-10: announcements, organizing creative groups, advertising
- December 10-25: organization period
- January 1-31: collecting photos
- February 1-7: jury meetings, selection of photos
- February 8-28: printing of photos and postcards
- March 2009: exhibitions in Prague, Kiev, Tbilisi, Yerevan
- General exhibition at the opening ceremony of the Lingo Festival in Kiev

GROUP 2: International English Language Summer Camp (possibly in Pecs or Interlaken)

1. General aim of the activity:

- Attract a limited number of younger members and some adults
- Create stronger connections among the members of the organizing committee

2. Keeping the needs of our chapters in mind:

- Level of English skills: some beginners, intermediate and advanced level speakers
- PTPI's Pecs Chapter is required to plan and host PTPI's European Conference in 2010

3. Comparing our objectives and setting priorities:

- Main aim: improve listening comprehension and oral production/conversation as well as some public speaking skills

4. Topic: English Language Summer Camp

5. Resources needed:

- **Time:** between 1 – 2 weeks for the camp; 1 year's preparation
- **Money:**
 - Cost of accommodation and board, travel costs for excursions, costs of emergencies, insurance, certificates, materials, equipment, and gifts
- **Skills:**
 - Management: camp manager and assistants to help with logistics
 - Entertainers and activity leaders (for free time activities)
 - English teachers, program advisers and language games advisers: obtain teachers via PTPI on volunteer basis
 - Internet and photo expert
 - Different age range of supervisors (have knowledge area and places of interest)

6. Possible partners and sponsors:

- **Partners:**
 - Necessity to cooperate with other chapters in order to have more participants and spread the invitation
 - Other chapters in your country or sister/university chapters
 - Press and media
 - Local government
- **Sponsors:**
 - European Union
 - Individual members, parents, teachers
 - Local businesses
 - Local government
 - PTPI's European Council: European Program Fund
 - PTPI matching grant

7. Time frame:

- Duration and timing of the camp: 1-2 weeks in July/August
- Initial preparations one year in advance
- Internet registration form and application 3-6 months in advance
- Deadline one month prior to camp; define maximum capacity

8. Action plan:

- Costs are linked to country location, possible venue: chalet south of Interlaken (Switzerland) => attractive landscape
- Distribute roles; build team spirit; identify PR man, organizer, secretary, treasurer
- Use regular newsletter to chapter members and meetings to distribute tasks: possibly organization of all Swiss meeting one year before to bring the three Swiss chapters together
- Create approximate budget and a specific budget, find sponsors (possibly European Union)
- Attribute tasks according to members' talents
- Ways to motivate the organizing committee: reports from each chapter who came to visit (the chalet in Interlaken in the past); eat and stay on site one year before the camp

GROUP 3 National leadership seminars (Ukraine, Czech Republic, Bulgaria, Romania, Sweden and/or Norway) followed by an international leadership seminar

1. Objectives for the national leadership seminars according to needs in each country

- Ukraine:
 1. Train members to decide which way to take
 2. Contact other chapters in UA and EU
- Czech Republic
 1. Meet representatives from Bulgaria, Romania, Sweden and/or Norway and Ukraine
 2. Develop leadership skills and share good practice examples
 3. Motivate for future cooperation
- Bulgaria:
 1. Train members in active participation
 2. Improve IC relationship on a national level
- Romania:
 1. Train members in active participation
 2. Improve IC relationship on a national level
 3. Reach out to possible members to wake up the “sleepers”
- Sweden or Norway:
 1. Meet representatives from Bulgaria, Romania, Sweden and/or Norway and Ukraine
 2. Develop leadership skills and share good practice examples
 3. Reach out to possible members to wake up the “sleepers”

2. Resources for the national leadership seminars:

- Sweden and/or Norway: trainers are available, there are no own funds, but contacts to some sponsors that can offer refreshments, Homestay can be provided
- Bulgaria: four active chapters, one has multiple experiences with fundraising and organizing seminars and could possibly provide trainers, the seminar can be hosted in on the premises of the American University of Bulgaria in Blagoevgrad, the chapters have a network of sponsors
- Czech Republic: can apply to Youth in Action Program of the European Commission as sponsor

3. Topic for the international leadership seminar: Active Participation

4. Resources for the international leadership seminar:

- Trainers: Chalks and Helca
- Money from Rolf (PTPI's European Council)
- For the international leadership seminar: application for funds from the European Commission with the help of Helca; the first deadline for fund applications for projects in 2009 is in February (in total, there are four deadlines per year)

GROUP 4: Concerts under the patronage of PTPI in Katowice, Poland

- **Goal:** to raise funds for the medical treatment of a 17-year-old boy
- **How:** organizing a rock concert and a classical concert (to reach young and old)

- **What we have already:** infrastructure (hall, musicians, student volunteers, technical support), donated refreshments, sponsors
- **What we need:** additional financial support for advertising, travel expenses and logistics

GROUP 5: Christmas party

- 1. Outline:**
 - Time: December
 - Participation: 50 people
- 2. Cooperation with:**
 - Community center
 - Other NGOs
 - Sister chapters and/or nearby chapters
 - Sponsors
- 3. Program:**
 - Performance by orphanages
 - Members and real performers
 - Food and drinks
 - Raffle
 - Presents for the orphans
- 4. Purpose of the activity:**
 - Attracting new members
 - Humanitarian project
 - Visibility of the chapter
- 5. Action plan:**
 - Action group: 5
 - Set up program
 - When and where
 - Invite guests
 - Budget
- 6. Funding:**
 - Participation fee (cost + 30%)
 - Sponsors
 - Matching grant
 - European Program Fund of PTPI's European Council
 - Member contributions
 - Lars' pocket 😊
- 7. Target groups of member outreach:**
 - Community council participants
 - Teachers and parents
 - Representatives of sponsors
 - Friends from nearby chapters
- 8. Follow up:**
 - Round table introduction
 - Picture show
 - Food from different countries

D. ORAL EVALUATION – HIT THE HEADLINES

Participants wrote headlines about PTPI's Leadership Seminar 2008. The headlines for fictitious newspaper articles were supposed to reflect the "highlights" and "disasters" of the seminar.

Group 1:

Highlights: 😊

- New ideas hatched at Conference! – Suggestions for international PTPI cooperation were discussed at the Leadership Seminar
- Chalks away – a vibrant international PR man saves the day
- PTP' TOPIA – The dream island of the future PTP' TOPIA is...
- Summit meeting brings delegates from 18 countries together at "Unter den Linden"

Disasters: ☹

- PR Disaster! – An underestimated PTPI group lost in a jungle of bureaucratic details

Group 2:

Highlights: ☺

- Rainfall of wallets in Berlin
- Several appearances of Madonna in Berlin
- Floods of wine and green “peace” at the intercultural evening
- Swedish dancing attracted frogs in Berlin

Disasters: ☹

- Disastrous PR
- Snacks two times a day: is it enough to survive?
- The Internet: out of connection!

Group 3:

Highlights: ☺

- PTPI – Bring to think
- Rolfs pocket – deep enough?
- Strangers no more – friends forever

Disasters: ☹

- Trapped in Berlin
- PR crash at PTPI

Group 4:

Highlights: ☺

- Model EU in Funburg
- New cities created at leadership seminar
- Twenty-five stars met in Berlin
- PTPI faces highflying future: Helca’s picture on an airplane wing

Disasters: ☹

- Polish drama in Berlin: five-headed dragon stole poor guys Polish pen
- PTPI members completely exhaust Berlin’s cookies and coffee supplies
- PR- Trainer was kidnapped after four hours of stress.

Group 5: PEOPLE 2 PEOPLE

Highlights: ☺

- European communication in Berlin!
- Leadership Seminar - a way to improve understanding!

Disasters: ☹

- When a disaster can happen!
- Berlin shocks Europe! Hans in Berlin!