

Public relations is a field concerned with maintaining a public image for non-profit organizations. Others define it as the practice of managing communication between an organization and its publics. Public relations provides an organization or individual exposure to their audiences using topics of public interest and news items that provide a third-party endorsement.

My main goals as Public Relations were to bring people together in our student's community creating a great atmosphere in every event ran by MIMSA; promote the cooperation between other student's organizations such as ISC, IFMSA and Spolek Mediku; improving the way of advertising by making more creative posters and using word of mouth. To create an handbook with all the vital information about Czech, Republic, Brno and Masaryk University for an easier adaptation of the student when he arrives. Help organizing or keeping updated in every event ran by MIMSA so whenever people have questions I could be the link between the audience and the organization providing with the important answer. To have a vote in each topic discussed during the meetings in order to create a bigger and better MIMSA.

However some difficulties have been found during the year. The most important would be time consuming so a person needs to be very organized so he manages to be the very best at school and at his job. Photoshop skills is also vital when it comes to advertising, a person needs to be creative and how to work with this kind of material. It has to be a person well known in the student's community and which people like since he's going to be doing all the advertising and bringing people to the events. Always be in touch with the other departments to know which changes have been made so you don't give the wrong information and always try to release it as soon as possible by any means: Posters; Facebook; Website; word of mouth.

With all that being said, I concluded that this is a better way to improve some positive and negative points making PR a more vital job in MIMSA.

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