

**INVITATION**

You are warmly invited to participate in the 3rd International Academic Conference in the series “PR in non-commercial institutions”, entitled **“Public relations in non-commercial institutions on the internet”** organized on **16th March 2018** by the Chair of Public Relations and Marketing Communication of the Media Education and Journalism Institute and the Pre and Postgraduate Students’ Academic Circle “Public Relations in Social Media” in the UKSW in Warsaw.

**The subject** of the conference is the new trends appearing in internet communication, marketing communication, in the communication of religious institutions. The discussed topics include content marketing, narrative marketing, data journalism, brand journalism, location marketing, crowdfunding, crowdsourcing, experience marketing, designing products and services, influencer marketing etc.

**The research area** encompasses non-commercial organizations of different types, including public administration, public institutions, non-government organizations, trade associations, universities, religious institutions etc.

**We want to examine** how new phenomena impact the relationships between non-commercial institutions and the traditional media, as well as opinion leaders, along with creation of organization image, involving the community and crisis communication.

We await research **papers**. **The deadline for applications** is **31st January 2018**.

**Applications** on the enclosed form should be sent to: [uksw@op.pl](mailto:uksw@op.pl) (the topics of speeches and abstracts max. 250 words).

The participation in the international conference is **free of charge**.

We accept papers **only in English**.

**The program of the conference** will be posted on the internet on 1st March 2018. The participants will receive written **confirmations** of participation and presentation of their paper after the conclusion of panel sessions.

**The Conference Organizers**

prof. dr hab. Jerzy Olędzki

prof. UKSW dr hab. Monika Przybysz

prof. UKSW dr hab. Józef Kloch

dr Kinga Cybulska

dr Anna Miotk

dr Tomasz Płonkowski

dr Milena Kindziuk

mgr Tomasz Knecht

mgr Karolina Ołtarzewska