



Prague College

PRESS RELEASE

PRAGUE COLLEGE EXPANDS ITS PARTNERSHIP WITH CZECH NATIONAL TRUST

[xx] November, 2017: Prague College, one of the Czech Republic's leading private universities, is delighted to announce that its partnership with the Czech National Trust ('CNT') is moving ahead fast, and already it has established two major areas where the College's students and the CNT are able to work together for the mutual benefit of both.

The Czech National Trust was established in October 2013 by a group of Czech and British business and well-known personalities with a view to promoting and supporting the conservation, protection and maintenance of the cultural heritage of the Czech Republic, along similar lines to the aims of the famous British National Trust. Since its incorporation, the CNT has grown and developed significantly and it is now in need of significant re-branding and strategizing, which is where Prague College comes in.

As part of its partnership with the CNT, Prague College has tasked students from its Art & Design School to consider and improve the CNT's overall strategy, including putting more emphasis on today's online marketing tools such as video content, blogs and microsites, and to look at ways in which it can simplify the company's website in order to enable it to target two key significant groups: volunteers and donors. The CNT, being a non-profit organization relies more or less entirely on volunteers to help with its projects, and donors to fund the building and other works required for its projects.

The second phase of the students' work will be to build a brand awareness campaign, through effective copywriting, slogans, taglines, and promotional videos. This is expected to start at the beginning of 2018.

Talking about the partnership between Prague College and the Czech National Trust, Ondřej Fučík, the Programme Leader and Associate Lecturer said:

‘Our students from the Art & Design School are exceptionally talented and creative, plus, of course, they approach their work with fresh and modern ideas in keeping with all of the latest technology; this makes them extremely marketable when they go out into the business world. But however good our teaching is, there is nothing quite like working on real live projects to give students the understanding of what they will find when they take up full time employment, and being able to work on branding and marketing projects such as the one for the CNT is invaluable experience for them.’

Dr. Irena Edwards, the Founder and Chairman of the Executive Board of the Czech National Trust, when talking about the partnership with Prague College said:

‘When we were invited by Prague College to partner with it on some projects we saw it as a huge opportunity for both of us since there is a very natural fit between the two entities. Both are Czech companies, and both have real and solid connections with the UK: however, the biggest part of the synergy is the fact that both companies are working towards supporting the Czech Republic’s real heritage; beautiful architecture and exceptionally skilled people and we are looking forward to developing our relationship in as many ways as possible.’

Find out more about Prague College on www.praguecollege.cz and the Czech National Trust on www.czechnationaltrust.org.

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Notes for Editors:

Prague College is a private university based in Vinohrady, offering British degree programmes in three faculties: Business, Art & Design, and Media & IT. In 2017 it became the first independent university with foreign accreditation to have all its Bachelor's and Master's degree programmes officially registered by the Czech Ministry of Education, Youth and Sport. The college has 500 Czech and international students. Classes are taught in English, and degrees are accredited and awarded by Teesside University (UK). Alumni include Jan Rosicky, winner of the Royal Society of Arts student design award (2016), and Vit Horky, founder of IT company Brand Embassy.

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