

Public Relations Office of Tbilisi State Medical University



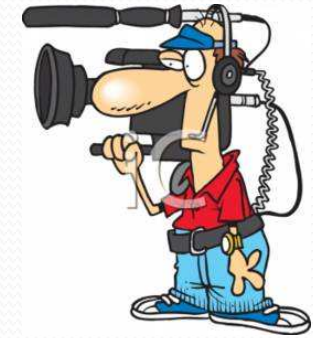
About the PR Office



- The PR Office of Tbilisi State Medical University represents a structural auxiliary unit of the university;
- The Office complies its activities with Georgian Laws, sublegislative acts, university statute and regulations, administrative acts of university management and personal statute presented below;
- The Office is accountable to the university Rector, Chancellor and the Head of the Rector's Office within its competence.



Activities and Functions



- Chief activities of PR Office involve:
 - Supporting to and enhancing the university authority;
 - Announcing and advertising the high reputation and experience of Tbilisi State Medical University in medical education field;
 - Using modern media and all information means both for inner and outer audience of the university;

Acting as a link in the relations with media.



Objectives

- Promotion of Tbilisi State Medical University activity in medical education field, advertising the intellectual and logistical capacities of the university;
- Make different events public, providing the transparency of educational – scie activities inside the university;
- Providing the availability to decisions, orders and administrative/legislative acts adopted by university academic or representative boards, Rector or Chancellor for every concerned subjects.



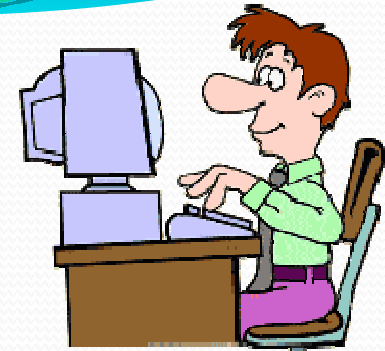
Objectives:

- Developing partnership and close relations with the bodies subjected to Tbilisi State Medical University and other outside organizations.



Functions:

- Providing communications inside the university;
- Close partner relationships with respective governing bodies and structures, educational – research institutions, NGOs and PR organizations, students and youth organizations;
- Introducing the basic and specific activities of the university faculties and academic staff to wide audience;
- Planning and organizing of the meetings of media and social representatives with the Rector, Administration managers and academic staff according to the set rules.



Functions:

- Relaying of events being organized in the university, providing corresponding information to the society and informational support;
- Planning and organization of press-conferences, briefings, interviews, seminars, trainings and other specific events;



- Analyzing, assessing and developing measures for improving the quality of projects implemented by the Office initiative.



Functions:

- Providing the active informational support for international relationships of the university and events organized in this direction;
- Promotion and advertisement of the website;
- Sending contact information (including the “hot-line” **(+995 32) 54 24 24** and e-mail pr@tsmu.edu) to the wide society;
- Sending out the information via local and foreign informational agencies.



Functions:



- Searching, discussing, replying and filing of information released on the university activities by different media ways (including the TV and Radio, the press and internet);
- Developing measures for setting up the video and photo material database and providing the logistical support.



Thanks for attention!

