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JCI EUROPEAN MEDIA AND COMMUNICATION MASTER CLASS III HELD IN ATHENS

-Young Europeans Gathered Together For The Third Time To Improve Communication Skills

Athens, GREECE, January 30, 2006

JCI Greece hosted potential young leaders for the Third Master Class in Media and Communication on the 25th -29th January 2006. The training program offered the participants the knowledge of the modern concept of communication and provided the tools for handling issues in this area.

The topics included general concepts of branding, marketing and consistent communication, public relations techniques, handling the broadcast media and sponsorship. The seminars also focused on the role of JCI and the organisation's branding and marketing strategies.

The seminar combined theory and practice by alternating presentations, discussion and practice activities. There were thirty participants attending the master class from all over Europe.

The head coach and outstanding trainer for the seminar was Mr. Anders Turnold Hansen. Other trainers included Ole Wurty, Eleni Androulaki Rena Prifti, Yiannis Lagos and Luis Trahan who is the Marketing Director of JCI.

A graduation ceremony for all the participants marked the end of this outstanding event.

This event was supported by the General Secretariat for Youth in Greece.

JCI (Junior Chamber International), Inc., is a worldwide federation of young professionals and entrepreneurs between the ages of 18 and 40. National Organizations federated to JCI are active in more than 5,000 communities located in more than 100 nations and territories. The mission of JCI is to contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility, fellowship, and entrepreneurship necessary to create positive change.

Junior Chamber International

Worldwide Federation of Young Leaders and Entrepreneurs
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