

■ ■ FMK INSIGHTSS – PR CAMPAIGN

■ TASK

Create a PR campaign to raise awareness of FMK Insightss, the official podcast of the Faculty of Mass Media Communication (FMK UCM).

FMK Insightss already has over 28 episodes and focuses on digital games, media, and marketing, featuring both students and professionals.

■ MAIN IDEA

Organize a live podcast talkshow event called “Podcast Talkshow – Be Part of the Conversation” to promote FMK Insightss among students and attract new listeners through interactive content, influencer collaborations, and social media engagement.

This event connects students, alumni, and professionals through storytelling, creativity, and media discussions — reflecting the real spirit of FMK.

■ SLOGAN

insight to insights

Meaning:

- “insight” = a single idea or realization — your perspective.
- “insights” = shared understanding we build together through episodes, guests, and community.
- The phrase highlights growth: from one voice to many, from a spark to a conversation.

■ The idea behind the slogan:

“insight to insights” captures transformation. One student’s perspective turns into collective knowledge when shared through FMK Insights.

Each episode takes a single thought, question, or story and multiplies it via dialogue with creators, experts, and the audience.

It’s about community, growth, and momentum — from an individual spark to many insights that shape future media practice.

■ ■ EVENT CONCEPT – Podcast Talkshow

Location: Aula at Skladová Street (indoor – suitable for winter)

Format: Moderated talkshow + live podcast recording

Guests: Influencers & marketing professionals

Goal: Engage students and increase awareness of the FMK Insightss podcast

Additionally, the podcast talkshow should be live streamed on social media (Instagram, YouTube, or Spotify live sessions) to reach a broader audience beyond the physical attendees. This will allow more students, alumni, and external viewers to join the discussion, increasing awareness and engagement with FMK Insights.

Suggested Guests:

- Nika Višjuc – podcaster
- Ema Gurová – FMK graduate, social media manager
- Lukáš Bednár – marketing expert
- Kristína Purdešová – SMM & content creator

■ INSTAGRAM GIVEAWAY

Mechanics:

1. Follow FMK Insightss on Instagram
2. Comment who you’d take to the event
3. Share the post on your story

Prizes:

■ ■ Tickets to the live event

■ FMK merch

■ Samples or gifts from influencer brands (e.g. Jovineko, Explo)

Purpose: Boost engagement and visibility of FMK Insightss online.

■ COMMUNICATION CHANNELS

- Instagram: Giveaway, reels, stories, paid ads
- Internal Web (SharePoint): Event details & registration
- Campus Posters: QR code to Instagram + slogan
- Influencer Collaboration: Guests share promo
- FMK Podcast Platform: Mini-episodes & recaps

■ BUDGET OUTLINE

- Influencer collaboration: Free or symbolic honorarium

- Visual design & posters: Digital + print materials
- Giveaway prizes: Merch & sponsor products
- Instagram ad: Targeted reach among students
- Venue setup: Aula tech + décor

■ COMMUNICATION MESSAGE

“Be part of the conversation. Join Podcast Talkshow – FMK Insightss, where students, influencers, and professionals share stories, ideas, and creativity. Listen, learn, and become the voice of the next media generation.”

■ CAMPAIGN GOALS

- Increase awareness of FMK Insightss (+30% IG engagement)
- Engage students with the podcast (attendance & story shares)
- Build FMK's image as modern & creative (media mentions)
- Connect academia & influencers (guest partnerships)

■ EXPECTED IMPACT

- Strengthens FMK's position as a creative, media-oriented faculty
- Encourages students to listen, participate, and create
- Makes FMK Insightss recognizable as the voice of future media professionals