**RIOU Brand Building and Communications Programme**

**Delegate Application Form**

**Course Information**

Dates: 14-25 November 2011

Venue: Russian International Olympic University Sochi Campus

Cost: $3,000 USD (*Tuition fees only; not including flights, accommodation and expenses. Invoices will be sent out to delegates on successful completion of application process*)

**Personal Information**

Full Name:

Gender: Please select

Contact number (including international dialling codes):

Email address:

Visa assistance required: Please select

Fluency in both written and spoken English language: Please select

Organisation name:

Organisation address:

Street address:

City:

Postcode/Zip:

Country:

Position within organisation:

**Communications and Brand Building Questionnaire**

How do you use communications and brand building in your current position?

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| **Qualification** | **Institution** | **Year Completed** | **Grade Achieved** |
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Relevant academic or professional qualifications:

Non-academic interests:

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| **Means of Communication** | **Used by your organisation?** | **Level of personal competence** Rate on a scale of 1 (Poor) to 5 (Excellent) | **Level of organisation’s competence** Rate on a scale of 1 (Poor) to 5 (Excellent) |
| Media relations | Please select | Please select |  Please select  |
| Press releases | Please select  |  Please select  |  Please select  |
| Website | Please select  |  Please select  |  Please select  |
| Social media | Please select Please specify      |  Please select  |  Please select  |
| Other | Please specify |  Please select  |  Please select  |

What forms of external communications does your organisation currently use?

**Essay Question**

Please explain in no more than 200 words what you and your organisation are looking to achieve by the end of this Programme (this must be written in English by the delegate):

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Please RSVP by 15 October 2011 by sending this completed form to the following email address: BrandCom2011@olympicuniversity.ru.