



EUPRIO Annual Conference 2006 Vilnius
*"Communications in a Changing Europe –
the Implications for Higher Education Public Relations"*

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Curriculum Vitae: Dr. Marek Zimnak

Marek Zimnak graduated as MA of philology, reached his Ph.D. degree in the field of new media. He has typical journalistic background: during professional career has been working for press, radio, TV and also participated in joint projects with big Polish web sites. He is a board member of Polish UPRIO.

During the last academic year Marek Zimnak worked as a PR officer for Wroclaw University of Technology. The research he made there among 3500 first year students concerning the most popular ways of learning about the universities and choosing the future place of studies. The results of the research showed huge disproportion between money universities spent for recruitment promotion and the information channels that are getting more and more popular among prospective students.