

The University of Cyprus has set in place a strategy for advertising research and results of research projects to the public. More specifically, research programs are promoted to the in various ways and target different groups. Promotion is made through press releases, press conferences, articles in newspapers and magazines, announcements on the main page of the university, in the newsletter of the University and on the Facebook profiles and pages of the institution with 9000 + followers as well as in LinkedIn. Depending on the type of the research project, Promotion and Development Sector of the University, in collaboration with academics, decides what are the best ways to ensure maximum promotion of it and develop a specific action plan which includes television viewing prime time programs. In addition the University of Cyprus actively participates in the annual Research Night of Cyprus as well as in FameLab Competition in an attempt to ensure science communication to a wider audience including children and young people.

*The text above has been prepared by the officers of the Research and International Relations Service, to be used as a sample. The sample-answer should not be considered as complete but rather as a guide to help you prepare your personal answer. Do not forget that the competition for European grants is very intense and only the best proposals will be successful.*