



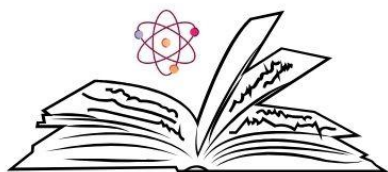
Střední průmyslová škola  
chemická Pardubice

# SPŠCH Pardubice: Promotional activities on attracting students

12.04.2024



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# Organisation

- PR **manager**: Jakub Navesnik (part time employed)
- Assigned **budget**
- Scheduled **activities** and **involvement** of vocational teachers in promotional activities

In person activities: inhouse events, actions, fairs, etc.

Online

- Social media
- [Interactive 3D model](#)



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# Road shows

- SPŠCH Pardubice on the road
- 10 - 15 elementary schools/year
- Interactive chemistry show
- The younger the better (kinder gardens)



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# Competitions

- [Finding the Best young chemist](#)
  - competition of individuals
  - competition of teams
  - other categories
- Chemical olympiad



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# Open days

- 5 times a year
- 500 - 1000 potential students every year

Our students, teachers are actively supporting implementation of the activities



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# School offers

- **Unique** study programmes
- **Extra curricular** activities
- **International** activities (at home / mobilities)
- Good **image**: our student's achievements
- **Driving school**
- **Digitalisation** of education
- City dormitory

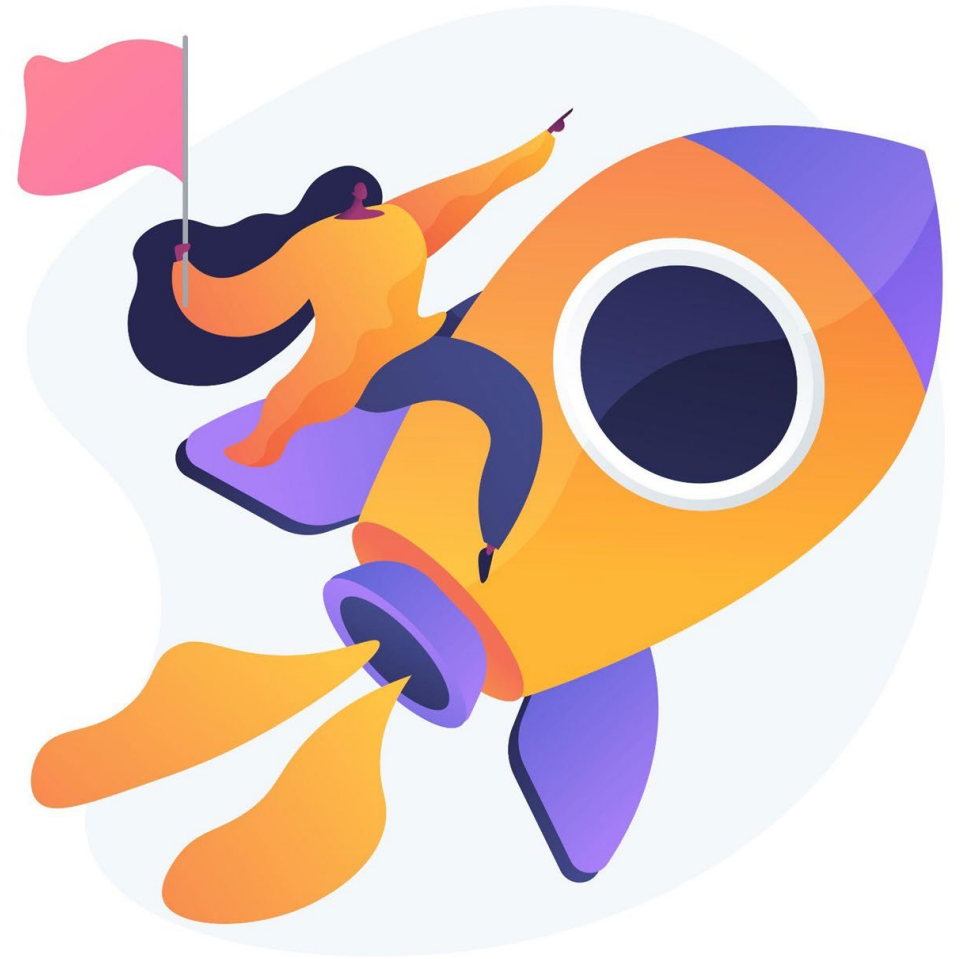


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# Other events

- Laborexpo
- Kids days
- High school fairs (more than 20 every autumn)
- Students clubs (national projects)
- [list of PR activities 2023/24](#) (64)



# Online

- Website
- Youtube
- Facebook
- Fresh: Instagram



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