



This is not easy to stand in front of the camera or the radio microphone and do not suffer from stage fright. The PI Seminar participants, who participated in two-day media training event in Headquarters Multinational Northeast (HQ MNC NE), could personally find out that it was an extremely challenging task.

From 17th to 18th May the Corps staff from different cells, that normally are not involved in PI matters, and the HQ's crisis establishment personnel went through the comprehensive public information training. The overall aim was to create the platform of common understanding the PI matters by the entire HQ's personnel. The seminar was graced with the presence of: Mr Daniele Riggio from the Public Diplomacy Division in NATO HQ, Maj Jacek Ciszek from the JFC Brunsum, Mr Paul Beaver the British journalist and war correspondent, Mr Henrik Mortensen from Danish Defense Command, Mr Klaas Hartmann, the Chief Editor of "Wilhelmshavener Zeitung" the German local newspaper and finally representative from the "Deutschland Radio Cultur" Mr Klaus Pokatzky and the TV team from the Academy for Information & Communication in Germany. Undoubtedly, the PI seminar gave a chance to expand soldiers' knowledge on PI related topics in theoretical and practical manner. All briefers gradually introduced the participants with the complexity of PI issues presenting them the latest and the

Everyone can be a spokesperson!

Written by AG

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most interesting information on NATO PI policy, media situation in Afghanistan and also explaining them some of the most basic principles for effective and efficient communication. Obviously, the "Case Studies" and the practical training with the camera and microphone were, according to the participants, one of the most interesting parts of the seminar. "It was a great fun. You feel pretty relax before the cameraman turns on the camera and then, suddenly the words stick in yours throat. Definitely, such training not only helps you to annualize your own mistakes but it gives you a little bit more confidence for the future" – said LtCol W. Baumann (DEU AF)

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