

## **Multinational Team Experience - Global Communications Project**

I am currently part of the Global Communications Project which is a Public Relations project that connects 16 universities across the world in a bid create a campaign idea for a client and present it to the client. 2 people per country are in one group, and virtually connect and communicate to come up with a campaign idea. Each country has a Country leader and a Country Deputy, and I am the Country Leader for Great Britain. By using online systems such as Google Docs, Zoom, Skype, WhatsApp and Slack, we research, discuss and create a campaign for a brief that we have been given. The idea of this is that we develop our skills to communicate with people from different cultures, backgrounds and using ways of communicating online. Usually, there would be a final event in a chosen location, but due to the coronavirus situation this will be done virtually. Each team will present their research and campaign idea with their team for an overall mark in the module.