

Voluntary Sector – case study



British Technion Society (BTS)

The PR Office has worked with BTS for over 4 years, raising the profile of Israel's successful scientific achievements in the UK, and promoting the work of the Society as it raises money for, and awareness of, Israel's oldest university. Over this time, Technion discoveries have been covered in hundreds of articles published regularly across the national and trade press.

The PR Office is closely involved in organising many of the events in the BTS calendar including a recent security seminar, where hundreds of UK industry experts heard from Technion professors about the latest technologies available and the seminar was featured on the BBC's 6 O'clock News the same evening.

Last year, we secured a partnership with the Royal Institution who now jointly host an annual lecture with BTS for hundreds of students from across London.

Every year a number of renowned Technion professors visit the UK, and The PR Office have been successful in coordinating speaking opportunities, for a wide variety of audiences across the UK, at venues including universities, schools and synagogues.

Most recently, The PR Office has been working closely with the BTS to launch 'Touch the Future', a new fundraising programme that allows people to support exciting, cutting-edge research, by donating to Technion's brightest students who are undertaking research in the most futuristic sciences to benefit humanity