

US ALGERIA STUDENT VIDEOCONFERENCE

PUBLIC RELATIONS



BRINGING CHILDREN TOGETHER THROUGH THE POWER OF TECHNOLOGY, IN HOPES OF CREATING A BRIGHTER FUTURE BETWEEN TWO NATIONS.

CHALLENGE

Improve relations between U.S. and Islamic nations by bringing students together via technology.

SOLUTION

Unison and the Algerian Press Service, Algeria's news agency, sponsored a groundbreaking videoconference between students at PS 56Q (The Harry Eichler School) in New York City and fellow students of the Centre de Loisirs Scientifiques, which is an after-school center in Algiers, Algeria that focuses around science and technology. The videoconference utilized the NASA's Digital Learning Network Curriculum. As a part of their "A Place in Space: Space Food" lesson plan, each student presented what food items they would like to have in space. This event allowed students to share their ideas and respective cultures in an effort to develop new friendships through the common interest of space. Unison called upon its deep network of partners, clients and colleagues to host and promote the event.

RESULT

Through this event, Unison demonstrated its deep commitment to international peace and friendship. This effort, and others like it in the near future, will promote global youth outreach through Science education. The event has been a resounding success and has garnered press coverage in both regions as a sign of improving relations and a commitment to the future.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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