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External Communication and Promotion Bureau

External Communication and Promotion Bureau is responsible for establishment and coordination of the region's policy and information strategy, coordination of activities concerning the region's promotion and dealing with contacts with the mass media.

The basic tasks of the Bureau include:

- establishment and implementation of the Bureau's image, this includes all mass and social media,
- preparation and implementation of tasks connected to the budget of the Bureau,
- establishment of standards, development, preparation and approval of promotional materials designated for the region and the Bureau,
- initiation of promotional activities of the region,
- coordination of promotional activities realized by organizational units, this includes determination of the cooperation rules concerning the promotion of the Wielkopolska Region in case of all organizational units of the Bureau,
- initiation of the Bureau's own promotional activities and supporting promotional activities performed by the external partners cooperating with the Bureau in the context of establishing and supporting the image of the Wielkopolska Region.

The Bureau consists of two divisions:

- The Division for Communication and Promotion,
- The Press Division.

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