**School enrolment during the pandemic - UP's school enrolment campaign receives international recognition**

As in every other area of life, the pandemic has radically changed the course of school enrolment. The campaign, traditionally based on the beautiful city of Pécs, the campuses of the UP, and the university community, had to be completely transplanted to the online space. The success of the campaign is now reflected not only in the number of applicants but also in the international professional recognition it has received for its communication. How to experience the magic of Pécs online? "Everybody wants to be a student in Pécs!" is the slogan, and for good reason. The atmosphere of the University of Pécs is intertwined with the city, and the university community easily captivates anyone who visits. The university has responded to the radically changed circumstances by partnering with communications agency FERLING on a multi-legged campaign featuring an app, an online festival, an interactive drone tour, and a strong social media presence. The Go to the UP! app brought together in one place the most important news, information, and events related to enrolment. The Go to the UP! CultureFest gave a small insight into the diversity of student life and the hustle and bustle of being a UP student. The 5 days of the event featured more than 180 events, including round tables, concerts, and performances. In addition to the light-hearted information transfer, the Go to the UP! website is an interactive brochure with spectacular drone videos showing the campuses, the city, and its surroundings so that those who have not yet visited Baranya county can also see its beauty.

The IPRA Golden World Awards are one of the most prestigious awards in the world of PR. This year, the international jury selected 93 winners, including UP's enrolment campaign, which won the best digital creativity category. Nearly five thousand five hundred freshmen will start the 2021/22 academic year in September, an increase of 12% compared to the previous year.

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