



Gianni Jandolo

Public Image Resource Group
Area Coordinator: Europe



“Through service, we are able to look within ourselves to find reserves of generosity, of grace, and of care and concern, and to seek a deeper meaning to our daily lives. We discover what it means to help a human being and, in so doing, become more fully human ourselves.”



The city & the memories



The change



The environment



The need, the bets, the challenges



Public Image is the responsibility of every single Rotarian



STRATEGIC PRIORITIES

SUPPORT
AND
STRENGTHEN
CLUBS

FOCUS AND
INCREASE
HUMANITARIAN
SERVICE

ENHANCE
PUBLIC IMAGE
AND
AWARENESS

CORE VALUES SERVICE | FELLOWSHIP | DIVERSITY | INTEGRITY | LEADERSHIP



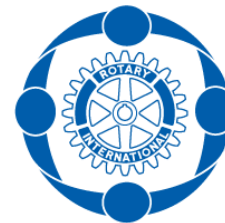
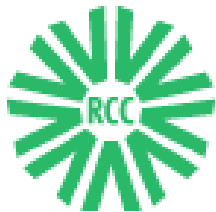
The news



What is happily happening



Brand Confusion





Strengthen Brand Awareness



ROTARY INTERNATIONAL



THE ROTARY FOUNDATION

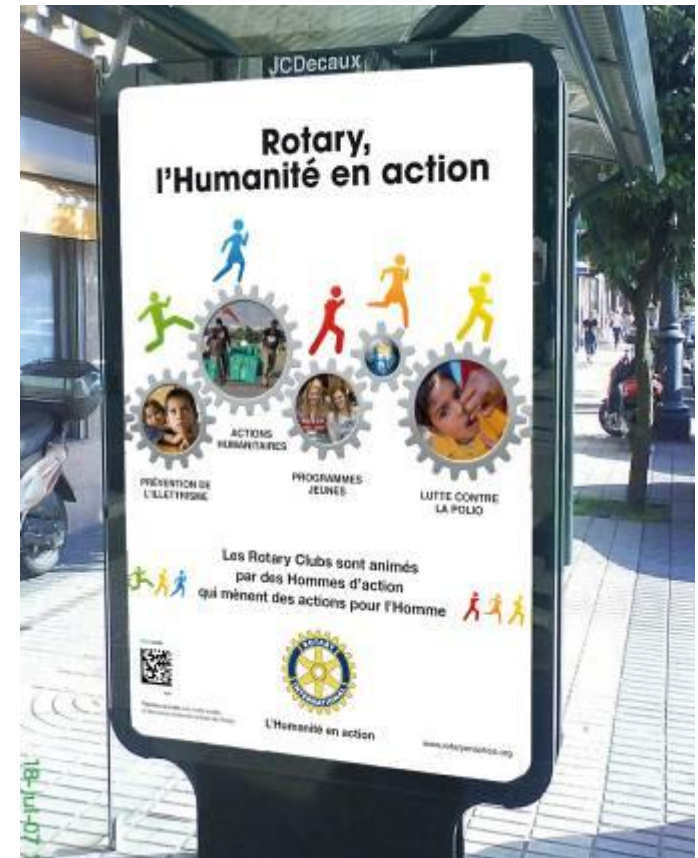


ROTARY CLUB OF EVANSTON



Rotary in France

- ❖ National Communication Week (March 14 to 19 2010)
- ❖ La campagne qui nous rassemble et qui nous rassemble





This Close Campaign: Germany



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1,005 views - 3 weeks ago



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ochafilms - 27,081 views



This Close Global Campaign



Zone Institute Hannover 2010



23 February Iconic Landmark Lightings



Zone Institute Hannover 2010



Zone Institute Hannover 2010



Thank you!