



TRAINING & PROFESSIONAL DEVELOPMENT PROGRAMS

For Period: JUNE, JULY & AUGUST 2011

(5 Credit Points per Module for Accreditation / Membership Admission plus Certificate of Attendance)

Module: Event Management - how to design, develop and implement Events in support of business and service success.

DURATION: One Day Lectures + Workshop

AVAILABLE DATES: June 20, July 18, August 22

COURSE FEE: RM790

Course Justifications:

*EVENTS are central to both business and service organizations affecting all spheres of human endeavor. Every organization is carrying out some form of activity that it hopes will help propel its Vision and deliver the Mission goals. In almost all cases it involves sizeable budgets. Unfortunately numerous efforts go wasted as the desired event objectives are far from being achieved. The all too often reason for the failure to capitalize on the **Power of Events** is the lack of knowledge and capability within an organization and compounded by relying on event management service providers blindly. It would serve an organization profitably if their staff / management are empowered with specialist knowledge, skills and enhanced competency in the art and science of **EVENT MANAGEMENT**.*

Course Objectives:

1. To enable participants with knowledge and skills in designing and developing cost effective Events.
2. To provide participants with the confidence and specific PR skills in managing Events through the use of standardized and tailored templates.
3. To enable participants to advise outsourced event management agencies on how to tailor Events to suit organizational goals.
4. To empower participants with confident knowledge so that they are able to advice and counsel their superiors adequately to facilitate decision making for specific Events.
5. To enable participants to create meaningful Events consistent with the organization's Vision and Mission goals.

Learning Outcome:

1. Organizations will have competent PR personnel who can support the business and service goals that are driven by Events.

2. Participants can save organizations substantial costs by cutting down dependency on event management agencies.
3. Organizations and participants will be competent in synchronizing organizational activities and plan effectively by creating value-added Events to support business and service goals.
4. An acute awareness of how to design and develop Events consistent with corporate goals.
5. Confidence in diligently executing Events that have been approved by senior management.
6. Skills in drafting Management Reports for captains of organizations to fast obtain an helicopter view of the planned Event.
7. Competency in developing and implementing benchmarked standards for approved Events.

Module: Newsletters & News Bulletin Publication and

Management - how to design and publish Newsletters that can support organizational goals.

DURATION: One Day Lectures + Workshop

AVAILABLE DATES: June 21, July 19, August 23

COURSE FEE: RM790

Course Justifications:

***NEWSLETTERS** can be very powerful communication vehicles for all organizations. Much money is also spent on publishing Newsletters that fail to gain readership attention. Many organizations find it very challenging to sustain a Newsletter that was launched with great enthusiasm. The causes for failures are often owing to a lack of expert knowledge and poorly supervised dependency on out-sourced agencies involving the science of designing, developing and publishing well appreciated Newsletters.*

Organizations can resurrect their ailing Newsletters and turn it around into money well spent by ensuring their staff / managers have adequate working knowledge in managing Newsletters.

Course Objectives:

1. To enable participants with both knowledge and skills in transforming Newsletters that serve organizational priorities adequately.
2. To enrich participants with the ability to think outside the box in order to keep Newsletters readable and well subscribed.
3. To provide participants with an adequate insight into how to review and make proposals for further improvement of their current publications.
4. Cover all aspects of Newsletter publication including editorial team set up and management, content development, design and layout, and increasing readership plus shelf-life of Newsletters.
5. Acquire a sound appreciation of the fundamentals of effective Newsletters
6. Gain mastery of the finer elements of design development covering esthetic

- value, page layout, caption development, photo cropping and pagination
7. Hone the ability to identify, select and write articles that have wide readership appeal
 8. Insightful appreciation of costing and cost savings in Newsletter publication
 9. Awareness of how to network and gain organization-wide support for a sustainable Newsletter

Learning Outcomes:

1. Participants will be more knowledgeable and confident of producing effective Newsletters.
2. Organizations will have in-house capabilities in producing effective Newsletters thereby cutting down on cost incurred in depending on out-sourced support.
3. Participants can bring back creative solutions and ideas for continuous improvement to Newsletters.
4. Participants will learn all about both print and e-Newsletters.

Module: CSR (Corporate Social Responsibility) - how to design, implement and ensure your corporate social responsibility programs are able to support organizational goals.

DURATION: One Day Lectures + Workshop

AVAILABLE DATES: June 22, July 20, August 24

COURSE FEE: RM790

Course Justifications:

CSR cannot be ignored in a globalizing environment. Social Responsibility programs are in fact increasingly becoming a must have goal for organizations in both the public and private sectors. However, ill conceived and poorly implemented CSR activities cannot justify the money spent and often earn disappointing publicity. Poor CSR brings disrepute especially when the public is well informed and critical of such engagements.

Goal driven organizations can gain much through its CSR activities if their managers responsible for such programs are well informed, knowledgeable and competent in designing, developing and implementing power-packed CSR programs.

Course Objectives:

1. Provide an in-depth understanding of the Principles of CSR
2. An appreciation of the government's focus and position on CSR
3. An appreciation of global trends and emphasis for CSR
4. Enable mastery of the fundamentals for planning CSR activities
5. Enable mastery of the implementation tools for CSR
6. Gain an awareness of how to identify issues that CSR can address meaningfully
7. Provide templates on approaches for successful CSR designs

Learning Outcomes:

1. Participants are empowered with adequate knowledge in the art and science of

designing and developing CSR activities that are consistent with organizational goals and obligations.

2. Transform existing or past CSR activities into cost saving and highly effective communication tools for organizations in the market place.
3. Ability of participants to help decision makers to re-engineer CSR commitments without having to depend excessively with outsourced agencies.

Module: Writing Workshop - covering writing for news media; writing proposals and reports for management; and writing profiles.

DURATION: Two Days Lectures + Workshop

AVAILABLE DATES: June 23 & 24, July 21 & 22, August 25 & 26

COURSE FEE: RM1,300

Course Justifications:

WRITING skills are mandatory for Public Relations Managers / Senior Executives as they are engaged in the business of communicating effectively and affectively with their organization's stakeholders. Good writing can save the organization much money and safeguard its reputation in good times and bad.

Organizations that invest in building their in-house writing competency will make great savings in the long run and enjoy reliability.

Course Objectives:

1. Writing News Releases and Press Rebuttals
2. Writing Reports and Proposals for Senior Management review
3. Writing personal Profiles
4. Writing Profiles of CEOs
5. Writing Company Profiles

Participants will be taught how to generate all of the above writing that can support an organization constructively –

1. When faced with bad Press
2. When marketing / product literature has to be generated
3. When presenting organizational captions to the various public

Learning Outcomes:

1. Participants will have better confidence levels in generating Press Releases and Rebuttals for management review and action.
2. Take back ready-for-implementation templates for media relations work.
3. Produce more effective Reports and Proposals for management decision making.
4. Provide effective support to organizational literature including supporting promotional literature for business and services.

Module: Crisis Management - how to manage and communicate effectively in a crisis and how to develop the Crisis SOP for your organization.

DURATION: One Day Lectures + Workshop

AVAILABLE DATES: June 27, July 25, August 19

COURSE FEE: RM790

Course Justifications:

CRISES** can happen anytime and anywhere. Murphy's Law always reigns supreme. As such many organizations that pay little or no attention to Crisis Planning and Management end up suffering from a crisis. A crisis is not restricted to problems that are of mega proportions like a massive explosion, an earthquake or a tsunami. The numerous details in the day-to-day management of a business that go un-noticed can become a costly crisis. Ranging from bad publicity to damaged reputation and financial loss/morale, any organization that is caught unprepared will not be spared. Whether it is employee relations, financial management, business management, marketing, sales and service – all of these business activities demand a sound capability in Crisis Planning and Management. **It certainly pays to have your staff and management better educated and prepared in Crisis Communication and its Management.

Course Objectives:

1. Provide an ability to identify the potential crisis-spots in your organization
2. Impart the knowledge required to design, develop and implement a Standard Operating Procedure (SOP) or to review and upgrade the existing SOP for communicating effectively in a crisis situation
3. Ensure adequate hands –on application skills in managing the various communication demands covering employee, senior management and stakeholder communication and how to manage media relations

Learning Outcomes:

1. Competently plan a new or review existing Crisis SOPs for management's adoption.
2. Carry out in collaboration with Safety and Security / maintenance departments organization-wide crisis management practices thereby enabling organization-wide crisis preparedness.
3. Develop adequate communication channels to support during crisis times.
4. Review and put in place crisis aversion plans thereby saving loss of organization time, resources, reputation and properties.
5. Media management competencies.

Module: Public Relations for Secretaries & Front Office Staff –
enabling PR skills that support the Vision and Mission goals of organizations and reflect positive image and reputation management.

DURATION: One Day Lectures + Practical

AVAILABLE DATES: June 28 and July 26

COURSE FEE: RM450

Course Justifications:

In these contemporary times business / service imaging and reputation building are indispensable for any organization. As it is correctly perceived that first impressions form lasting memories, the Secretaries and Front Office staff can either make or break our connection with stakeholders. This is especially true when we have to deal with hostile situations and customers/clients who have misunderstood a concern.

By preparing Secretaries and Front Office personnel with an immediate ability to employ practical, sound and consistent PR at work, organizations will find it a bonus to their everyday challenges.

Course Objectives:

Enable participants to master work-related skills namely –

1. Handling the Telephone effectively
2. Meet and Greet PR and protocol
3. Taking down messages effectively
4. Attire and grooming
5. Art of listening appropriately

Empower participants with the right mindset and attitude orientation in order to return from the training with qualities that can be further strengthened at the workplace.

Learning Outcome:

1. Participants will gain the right perspective of professional PR.
2. Attitudes and mindsets would be oriented towards becoming more receptive to organization needs and challenges at the workplace.
3. Demonstrate a degree of self-confidence and personal self-worth when interacting with staff and clients.
4. Be knowledgeable about the requirements for listening adequately at work.
5. Help transform the workplace with better telephone mannerism.

Become aware about the need to dress and groom to positively impact stakeholders and create a feel-good work environment.

ADDITIONAL INFORMATION

All the above Training & Professional Development Programs will be conducted at:

The Training Centre
Institute of Public Relations Malaysia
11th Floor, West Wing,
Wisma Sime Darby
Jalan Raja Laut
50350 Kuala Lumpur

Website:

www.iprm.org.my

email:

info@iprm.org.my

**SHOULD YOU HAVE ANY CONCERNS OR NEED FOR
ADDITIONAL INFORMATION AND / OR ASSISTANCE, PLEASE
CONTACT:**

The Chairperson
Training & Professional Development
Via e-mail at:

jdlovrenciar@yahoo.com

ATTACHED: REGISTRATION FORM

REGISTRATION FORM

(KINDLY USE ONE (1) FORM PER PARTICIPANT)

PARTICIPANT'S NAME	DESIGNATION	CONTACT H/P NO:

No	SELECTED TRAINING PROGRAM (please state Module Title)	TRAINING DATE (please refer to the Schedule provided)	COURSE FEE RM
1.			
2.			
3.			
4.			
5.			

ORGANIZATION'S NAME		
MAILING ADDRESS		
EMAIL AND TELEPHONE CONTACT		
APPROVING OFFICER'S NAME		COMPANY STAMP
APPROVING OFFICER'S SIGNATURE		
TOTAL SUM PAYABLE RM:	PAYMENT MODE: Cash / Cheque / LO / ET / Letter or Undertaking	

I/We hereby confirm the above named participant's enrolment for the stated Training & Professional Development Program and agree to the *Terms of Payment & Options* as indicated hereat:

Terms of Payment & Options:

1. All Payments are to be made to: Institute of Public Relations Malaysia (CIMB Account No: 1444-0000286-050)
2. Payment can be made by Cash / Cheque / LO / Electronic Transaction.
3. Self-sponsoring individuals are required to make payment in full before they are allowed to attend the training.
4. Individuals who are sponsored by their respective employers (Private Sector) must produce the Official Letter of Undertaking by Employer.
5. With reference to Item # 4 above, Payment is to be made in full within two weeks upon conclusion of Training.
6. With reference to Item #5 above, should for any legitimate reason/s you require an extended grace period to make good all payment/s, kindly write in your express need (1) week before the payment expiry deadline OR indicate your special need in your Letter of Undertaking.
7. As the Training & Professional Development Programs conducted by Institute of Public Relations Malaysia are not profit motivated, a maximum of thirty (30) calendar-days grace period from the date of your request may be granted on a case by case basis and subject to adequate fulfilment of Item # 6 above.
8. Where an LO is applicable (for Government Sector Only) the Standard Procedures in force will apply.
9. For any electronic banking, kindly fax your bank-in slip to the Institute of Public Relations Malaysia at FAX No. 03 – 2692 5064.
10. The Institute of Public Relations Malaysia reserves the right to legal recourse without prejudice in the event the above ***Terms of Payment and Options*** are dishonoured.

training & professional development