



## September 2011 Schedule

*Number of participants per Module / Session is strictly limited to enable optimum skills and knowledge transfer through personalized coaching & learning methodologies. Enrolment is on a first-come, first-served basis.*

# MASTER THE CORE PRACTICE AREAS OF PUBLIC RELATIONS

*and enable your organization with cost-effective, reliable and sustainable communication lead advantage*

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

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|---|---|--------------------|----------|
| ✓ | WRITING FOR MANAGEMENT & MEDIA WORKSHOP ..... | 19 & 20 SEPT ..... | RM 1,300 |
|   | Limited to 5 participants                     |                    |          |
| ✓ | CRISIS MANAGEMENT WORKSHOP.....               | 21 & 22 SEPT ..... | RM 1,300 |
|   | Limited to 5 participants                     |                    |          |
| ✓ | EVENTS MANAGEMENT.....                        | 23 SEPT .....      | RM 790   |
|   | Limited to 10 participants                    |                    |          |
| ✓ | CORPORATE SOCIAL RESPONSIBILITY.....          | 26 SEPT .....      | RM 790   |
|   | Limited to 10 participants                    |                    |          |
| ✓ | NEWSLETTER PUBLICATION.....                   | 27 SEPT .....      | RM 790   |
|   | Limited to 10 participants                    |                    |          |
| ✓ | PR FOR FRONT LINERS.....                      | 28 SEPT .....      | RM 450   |
|   | Limited to 15 participants                    |                    |          |

# Course Outline

1. **WRITING FOR MANAGEMENT & MEDIA** provides intensive coaching on how to write Company and Personal profiles, Fact Sheets and Brochures, and Press & Feature Releases and Press Advisories. Participants will master the fundamentals and develop their unique writing styles to suit the specific objectives. **(Participants are required to bring along their Notebooks for writing practices.)**
2. **CRISIS MANAGEMENT WORKSHOP** aims to teach the fundamentals required to ensure an organization's capability in having in place an effective Crisis Communication & Management competency. The workshop focuses on developing a comprehensive Standard Operating Procedure (SOP) to enable the organization to establish an effective Crisis Team. **(Participants are required to bring along their Notebooks for planning their Crisis SOP draft.)**
3. **EVENTS MANAGEMENT** provides an in-depth understanding of how Events should be designed, developed, implemented and managed in order to support organizational goals and maintain effective cost management. Participants will also learn how to engineer future Events to fit into an organization's master plan for publicity, promotions and future sustainability. **(Participants are encouraged to bring along samples of their organization's past or future Events for discussion and learning.)**
4. **CORPORATE SOCIAL RESPONSIBILITY** enables participants to gain the right appreciation and understanding of CSR and how it is evolving to provide the best fit for organization's in their quest to earn the appropriate reputation in the marketplace and within their respective communities. It further provides participants with insight on how their care review and enhance or add value to their organizations' future CSR positioning.
5. **NEWSLETTER PUBLICATION** provides participants with an adequate understanding on how to design, develop, publish and sustain their organization's respective Newsletters. It covers formats, designs, writing techniques, resource input management and appropriate philosophies that can make Newsletters into powerful organs of communication for organizations. **(Participants are encouraged to bring along their existing newsletters for classroom discussion and review.)**
6. **PR FOR FRONT LINERS** is a program designed to meet the public relations knowledge requirements of Secretaries, Front Desk staff, Customer Service personnel and all those who interface with their organizations internal and external publics as the first-line-of-contact. The module covers a wide and crucial aspect of public relations namely: Verbal and Non-verbal communication management; Mannerisms and Attitudes that support positive communication; Meet-and-Greet techniques; Listening techniques; and Telephone management tips.

## **IMPORTANT**

1. PLEASE CONTACT THE INSTITUTE OF PUBLIC RELATIONS MALAYSIA CHAIRPERSON FOR TRAINING & PROFESSIONAL DEVELOPMENT VIA EMAIL [jdlovrenciar@yahoo.com](mailto:jdlovrenciar@yahoo.com) to register your interest or for any enquiries.
2. Do also submit your Registration Form (ATTACHED) to the Institute of Public Relations Malaysia at [info@iprm.org.my](mailto:info@iprm.org.my) (Tel: 03 – 26915062) and do forward an email copy to the office of the Chairperson of Training & Professional Development ( [jdlovrenciar@yahoo.com](mailto:jdlovrenciar@yahoo.com) ).
3. All the above Training & Professional Development Programs will be conducted at: The Training Centre, Institute of Public Relations Malaysia, 11<sup>th</sup> Floor, West Wing,, Wisma Sime Darby, Jalan Raja Laut, 50350 Kuala Lumpur
4. Do visit our Website: [www.iprm.org.my](http://www.iprm.org.my)
5. Do note the maximum limited number of participants for each of the Modules. This is strictly observed to ensure that participants obtain quality coaching and learning opportunities.
6. Attached is the 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 (please indicate the published Fee)
1.			
2.			
3.			
4.			
5.			

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

PLEASE E-MAIL THE DULY COMPLETED REGISTRATION FORM TO [info@iprm.org.my](mailto:info@iprm.org.my)

or Fax to 03 – 2692 5064