

STRATEGICALLY MANAGING THE CORPORATE PUBLIC RELATIONS FUNCTION

Venue: **The Ritz-Carlton, Kuala Lumpur, Malaysia**

Conference Date: **28 July 2008**

Key Conference Highlights Include:

- How Emerging New Media is Changing the Rules of PR
- Effective Crisis Management & Communication
- Building Strong Media Ties to Gain Positive Coverage & Publicity
- Build Trust; Build Corporate Reputation
- Managing Strategic Government Relations in this Time of Changing Political Landscape
- Planning Innovative & Creative PR Campaigns that Increases Exposure and Coverage
- Internal Communication: Aligning Employees with Your Corporate Message
- Positively Building Reputation Through Innovative and Proactive Measures

Who Should Attend:

This conference is specially designed for senior executives, managers and head of departments from the following departments:

- Public Relations
- Corporate Communications
- Corporate Affairs / External Relations
- Media Relations
- Government Relations
- Crisis Management
- Internal Communications
- Marketing and Branding
- Employee Relations
- Investor Relations

Panel of Distinguished Speakers:

◆ **Tunku Alizakri Raja Muhammad Alias**
Head of Strategy and Corporate Affairs
Digi

◆ **Karen Hoh**
Managing Director
Edelman

◆ **Thong Kok Wah**
Managing Director
Integrated Public Relations (iPR)

◆ **Rajan Moses**
Managing Director
Ogilvy Public Relations Worldwide

◆ **Aisha Rashid**
Chairman
Samanea PR

◆ **Yeow Mei Ling**
Managing Consultant
Text 100 Malaysia

◆ **Albert Tan**
General Manager, Global Clients
Truscott Crisis Leaders
Perth, Singapore and the Asia Pacific

◆ **Jeff Zweig**
Chief Guru, Southeast Asia
Web Guru Asia

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WHY YOU SHOULD ATTEND

Nothing stays stagnant, particularly in the world of public relations (PR). It is constantly changing and evolving, making PR profession interesting, exciting and challenging all at the same time. In this modern world, ruled by new and emerging advance technologies, the public relations profession faces tremendous challenges. In just a matter of seconds or clicks away, information about a company, whether good or bad can be made available globally. As a result, there has never been a time where PR and communication have had more importance and relevance.

The landscape of PR is sprouting with new innovations and ideas to address the needs and meet the challenges of this ever-changing business world. This PR evolution will definitely improve the way PR practitioners work and also bring corporate PR function to a higher level.

This conference aims to share winning approaches in corporate public relations to help overcome challenges and optimize opportunities, with hopes to reinforce market position, increase profit and create powerful reputation. Pick the brain of our PR and communication experts and learn how to:

- Embrace the power of emerging new technologies to improve your public relations and communications
- Respond to crisis effectively and turn crisis into opportunities to reach great success
- Build strong relationship with the media to increase positive coverage and publicity
- Guide your organization to a stellar reputation through good corporate reputation and communication management
- Explore and inject creativity and innovation in your PR plans
- Manage strategic government relations to gain continued support
- Transform your employees into brand ambassadors through excellent internal communication
- Incorporate innovation and take proactive actions to build positive reputation

This conference is a great platform for you to network and exchange ideas and experiences with your peers, fellow PR practitioners and speakers to explore potential opportunities and collaboration to enhance relationships and expand your knowledge that will affect your company's bottom line. Elevate your skills and bring your organization to greater heights by registering yourself and your team today. Enjoy our team discount when you register 2 or more from your organization for the conference. **Fax your registration to 603-6201 4048.**

Monday, 28 July 2008

9.00 Opening Remarks from the Chairperson
Thong Kok Wah
Managing Director
Integrated Public Relations (iPR)

9.10 **How Emerging New Media is Changing the Rules of PR**

- How to capitalise on blogs, podcasting, social networking sites, online video sharing sites and online News Releases to deliver your message effectively
- Choosing effective and practical new media tools to reach your intended audiences
- New media heightens the public's expectations: How to meet their demands?
- Examine the advantages and constraints of engaging new media
- How to defuse negative user-generated content and win them over
- Ethics of using new media to disseminate information

Jeff Zweig
Chief Guru, Southeast Asia
Web Guru Asia

10.00 Morning Refreshment

10.20 **Positively Building Reputation Through Innovative and Proactive Measures**

- Using the right tools by pushing PR to the forefront
- Creating proper PR ambience with the right core team
- Crossing the media boundary - and surviving!
- Understanding your audience and managing their expectations

Thong Kok Wah
Managing Director
Integrated Public Relations (iPR)

11.10 **Effective Crisis Management and Communication**

- Why crisis response planning is crucial to every organisation
- Anticipate and prepare ahead before crisis strikes: What to prepare?

- Crisis response: How to seize the opportunities to turn crisis into triumph
- Managing internal and external communication well during crisis
- Develop and execute crisis recovery plan

Albert Tan

General Manager, Global Clients

Truscott Crisis Leaders

Perth, Singapore and the Asia Pacific

12.00 **Build Trust; Build Corporate Reputation**

- Know your stakeholders to get them to listen
- Stay relevant by responding to their changing needs
- Achieve visibility through trusted sources of information
- Sustain corporate reputation through trust and not novelty

Karen Hoh

Managing Director

Edelman

12.50 Lunch

1.50 **Building Strong Media Ties to Gain Positive Coverage & Publicity**

- Know what the media expects from you and your company's information source
- Create a win-win relationship with the media through trust and personal connection
- What, when and how to feed information to the media
- Gear up your spokesperson for press conference and interviews

Rajan Moses

Managing Director

Ogilvy Public Relations Worldwide

2.40 **Internal Communication: Aligning Employees with Your Corporate Message**

- Understanding why internal communications must be aligned to your business

- Internal communication strategies that mirror your corporate brand position and values
- Open communication that promotes confidence and instils loyalty among employees
- Effective and engaging internal communications channels
- Transforming employees into brand ambassadors

Tunku Alizakri Raja Muhammad Alias

Head of Strategy and Corporate Affairs

Digi

3.30 Afternoon Refreshment

3.50 **Planning Innovative & Creative PR Campaigns that Increases Exposure and Coverage**

- Creativity and Innovation – essential for an effective PR Campaign
- DARE: Distinction, Authenticity, Resonance, Engagement research to provide insights for a successful PR Plan
- Agenda Mapping for stakeholders and your company
- Case Study of creative PR strategies that produce great results

Yeow Mei Ling

Managing Consultant

Text 100 Malaysia

4.40 **Managing Strategic Government Relations in this Time of Changing Political Landscape**

- Identify who to approach for specific purpose and context
- How to get through the channels to reach the top head
- Key protocol to comply with to promote cooperation and support
- How to sustain good relationship for continued support

Aisha Rashid

Chairman

Samanea PR

5.30 Close of Conference

Registration Form

REGISTRANT INFORMATION:

I am registering for the below session:

1-Day Conference, 28 July 2008

DATO DR MR MRS MS OTHER

NAME 1 _____

POSITION _____

EMAIL _____

NAME 2 _____

POSITION _____

EMAIL _____

NAME 3 _____

POSITION _____

EMAIL _____

HEAD OF DEPARTMENT _____

POSITION _____

EMAIL _____

REGISTRATION CONTACT _____

EMAIL _____

ORGANIZATION _____

MAILING ADDRESS _____

CITY/POSTCODE _____

STATE/COUNTRY _____

PHONE _____ FAX _____

NATURE OF BUSINESS _____

WEBSITE _____

(Please photocopy form for more registrants)

PAYMENT INFORMATION:

Cheque / Bank Draft (cheque to be made payable to **M2 Asia Sdn Bhd**) and mail to:
Suite E-07-02, Plaza Mont' Kiara, No. 2 Jalan Kiara, Mont' Kiara, 50480 Kuala Lumpur

Cheque # _____ Cheque Amount _____

Telegraphic Transfer (TT) to **M2 Asia Sdn Bhd's** Account (please quote CM141),
Alliance Bank Malaysia Bhd,
Mont' Kiara Branch, Unit A-0G-02, Block A, Plaza Mont' Kiara,
No. 2 Jalan Kiara, 50480 Kuala Lumpur
Swift Code: **MFBBMYKL**, Account Number: **14194-0-01-002890-3**
(All Bank Charges to be borne by the participants)

Credit Card (AMEX Only)

Card Number _____

Card Holder's Name _____

Expiry _____ Signature _____

Registration Fee (per person)

RM1,895.00

Group Discount of 10% is granted to organizations with 2 or more participants from the same organization

Note: Fees are inclusive of conference materials, lunch and refreshments.

Fax / Send / Email Completed Form to:

Alice Tang

M2 Asia Sdn Bhd

Suite E-07-02, Plaza Mont' Kiara

No. 2 Jalan Kiara, Mont' Kiara

50480 Kuala Lumpur

Tel: 603-6201 2048 Fax: 603-6201 4048

Email: alice@m2asia.com.my

Web: www.m2asia.com.my

Conference Venue

The Ritz-Carlton, Kuala Lumpur, Malaysia.

168, Jalan Imbi,

55100 Kuala Lumpur

Tel: 603-2124 8000

Fax: 603-2711 8143

Accommodation is not included in the conference fee. For room reservations at a special rate, please contact the hotel directly quoting M2 Asia's **Corporate Public Relations** Conference.

Terms and Conditions

Payment is required upon registration to guarantee a seat and full payment must be made before the conference date. We reserve the right to refuse admission if payment is not received prior to the date of the conference.

The organizer reserves the right to make any amendments or changes to the program, location and/or speakers without prior notice.

Substitutions, Cancellations and Refunds – For cancellations, please submit your cancellation in writing to the organizer. Registrations cancelled on or before 27 June 2008. will be refunded less a processing fee of 10%. No refunds will be issued after 27 June 2008. In lieu of cancelling, we welcome substitute participants. Please submit your substitute contact information to the organizer.

Booking code: **CM141**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

