A program by **WANFAH PROSPER PLT** (LLP0004760-LGN)

EFFECTIVE PUBLIC RELATIONS

COURSE MODULES

- Understanding Public Relations
- The Communication Process
- Major Public Relations Services
- Drafting News Releases
- Benefit of Effective Public Relations
- Case Study
- Workshops

Everything we say or do in public is Public Relations. This seminar promotes a better understanding and appreciation of the challenges, skills, attitude and philosophy that are so necessary to successfully manage an effective public relations programme for a company in the private sector, a government ministry or department in the public sector or for an NGO.

WHO SHOULD ATTEND?

- ✓ Executives and Managers with responsibility for Public Relations function
- ✓ Executives and Managers from Advertising and Marketing
- ✓ Staff of relevant government departments and Ministries
- ✓ Other Executives and Managers who wish to make a career move

COURSE OBJECTIVES

Knowledge

- Learn the key theories behind Public Relation practice
- Understand the fundamental concepts of public relations as an integral part of the management mix
- Appreciate the differences in advertising, marketing, press relations and promotions
- Increase the knowledge of media relations and getting coverage

Skills

- Identify public relations opportunities and initiate approaches
- Manage the public relations function in keeping with professional standards
- Distinguish audiences and their needs
- Using effective Public Relation tools

TRAINER PROFILE : Mr. Benedict Morais

Qualifications:- *FIPR (M), MMIM, DIP CAM(PR), Cert. App. Research (Manila), Cert. Teaching (Penang)*

EXPERIENCE

Benedict is a Fellow of the Institute of Public Relations Malaysia and member of the Malaysia Institute of Management. He is also a Past President of the Institute of Public Relations Malaysia and prior to that has served for many years on the Council of the Institute.

Benedict was Special Adviser at ACCA based in Kuala Lumpur from February 2002 to February 2008. Prior to this, he served as CIMA Malaysia's Divisional Director from April 1990 to March 2000. He was subsequently appointed CIMA's Regional Director, Business Development and served in that capacity for a further 2 years.

Benedict has lectured, counselled and conducted programmes for corporation, colleges and non-profit organizations for the last thirty years. He used to write occasionally for newspapers, magazines and journals.

He was appointed Adviser to the School of Mass Communications, ITM in 1985 and served in the same capacity to the School of Foundation Studies, University Utara Malaysia in 1989. In 2003, he was appointed Adjunct Faculty at the Faculty of Accountancy & Management, Universiti Tunku Abdual Rahman (UTAR) and subsequently re-appointed to the position for another 3 year term in 2006.

Claimable Under Scheme SBL HRDF MALAYSIA

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