



EFFECTIVE PUBLIC RELATIONS (HRD Corp Programme Number : 10001253470)

COURSE MODULES

- Understanding Public Relations
- Stakeholders
- Branding
- Public Relations Service
- Drafting News Releases
- Stakeholder Management
- Environmental, Social and Governance (ESG)
- Sustainable Development Goals (SDG)
- Case Study Workshop

COURSE OBJECTIVES

Knowledge

 Learn the key theories behind Public Relation practice

Everything we in say or do public is Public This Relations. seminar promotes a better understanding and appreciation of the challenges, skills, attitude and philosophy

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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?

that

- ✓ Executives and Managers with responsibility for Public Relations function
- $\checkmark\,$ Executives and Managers from Advertising and Marketing
- $\checkmark~$ Staff of relevant government departments and Ministries
- $\checkmark~$ Other Executives and Managers who wish to make a career move
- 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. Ravindran Raman Kutty

Qualifications:- FIPR (M), MA Communications (UK), PSMB Train-The-Trainer Certificate No : TTT/16647 EXPERIENCE

Ravindran is an accredited PR Practitioner and a Fellow of the Institute of Public Relations Malaysia. He is the recipient of the ASEAN Public Relations Network (APRN) Accredited Fellowship Award.

Ravindran has more than 30 years of experience in Corporate Communications. In 2015, he was awarded the Certificate of Acceptance into the "Industry Specialist of Malaysia" Direktori Pakar Industri Negara (DPIN) by the Ministry of Human Resources. In 2004, he was awarded the IPRM's Best PR Practitioner for the category of utilities services. He was the force behind in achieving the ACCA and Crystal Award 2004 for Alam Flora.

A sought-after speaker in CSR, PR and Corporate Communications both locally and internationally. Currently he sits in as the industry Advisory Panel of Taylors University College and also a Columnist with Sin Chew Jit Poh and The Vibes. He was also writing for The Malay Mail, The Star and Bernama. He also serves as the Treasurer for IPRM.





REGISTRATION FORM (HRD Corp Claimable) Effective Public Relations (HRD Corp Programme Number : 10001253470) PARTICIPANTS' DETAILS Participant 1 Full name and I/C



Designation Contact Number Email Address Vegetarian Meal YES / NO Participant 2 Full name and I/C

Designation	Contact Number
Email Address	Vegetarian <mark>Meal</mark>
	YES / NO
Participant 3 Full name and I/C	
	A 7
Designation	Contact Number
Email Address	Vegetarian Meal
	YES / NO
ORGANISATION DETAILS	
Organisation :	
Contact Person :	Mobile Nu <mark>mber:</mark>
Email :	Fax:

PAYMENT DETAILS : Cheque / Direct Credit Bank & Cheque No. Amount:



an administration fee. • A full (100%) refund may be granted if the course is cancelled by Wanfah Prosper PLT (WFP). WFP reserves the right to postpone or cancel the event and / or change facilitator at any time should circumstances beyond its control arises. WFP also reserve the right to make alternative arrangements without prior notice should it be necessary to do so.

DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709)

DISCLAIMER

Upon signing this registration form, you are deemed to have read and accepted the terms and conditions herein.

Authorise Signatory

Organisation stamp