

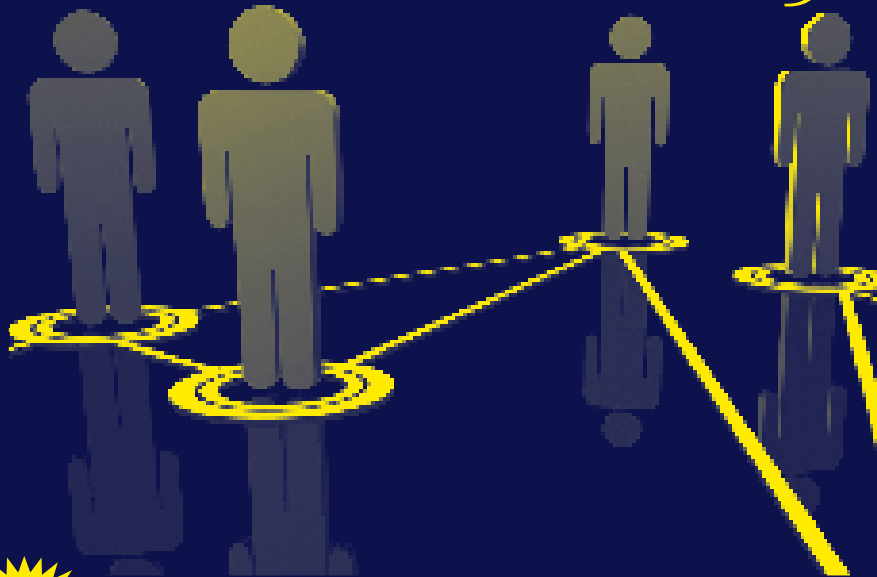
PR and Corporate Communications

8-9 October 2008 ♦ Prince Hotel Kuala Lumpur, Malaysia

Key Issues to be Addressed:

- Effective strategies in corporate communications
- Benefits of being prepared for a crisis
- Why CSR is a good business complement
- Dos and don'ts during the interview
- 32 ways to create news for your organisation
- Digital influence in PR
- How to manage PR in the blogging age
- How to pitch your stories more effectively
- How to communicate in good and bad times
- What are the growth of traditional PR along side online media technology
- Understand the communication potential of a blog
- How to communicate with customers during a crisis
- Launching a PR campaign in a multicultural environment
- And many more

Effective Strategies for Maximising PR and Corporate Communication Effectiveness



A Separately Bookable 1-Day Pre-Conference Workshop
7 October 2008 * Tuesday

“UNCOVERING BRAND ESSENCE TO ELEVATE PR AND CORPORATE COMMUNICATIONS INITIATIVES”

Led by Kelvin Tan, Chief Brand Consultant, Brand Gravity

OUR PANEL OF EXPERTS:

- Adelina Iskandar, General Manager, Customer Service Division – PUSPEL, **Syarikat Bekalan Air Selangor (SYABAS)**
- Andal Krishnan, Managing Director, **Comprehensive Enrichment Centre**
- Andora Frederick, PR Director
- Andy See Teong Leng, Executive Director, **Perspective Strategies**
- Che Wan Esah Ahmad, Executive Director, **Identity Focus**
- Choon Bow Bow, Marketing Director, **WWF-Malaysia**
- Datin Wan Norhiyati, Partner, **MAE Communications**
- DK Hansra, Principal, **Hansra Consultants**
- Kim Chow, Director, **KimChow Communicators**
- Rajan Moses, Managing Director, **Ogilvy Public Relations Worldwide, Kuala Lumpur**
- Sandeep Joseph, Managing Director, **XM Expanded Media**
- Sharmini Suthan, **People Potential Asia, Singapore**
- Stefanie Braukmann, General Manager, **Strategic Public Relations**
- Syed Mohammed Idid, CEO/Principal Consultant, **Perception to Reality Communications**
- Thong Kok Wah, Managing Director, **Integrated Public Relations**

ORGANISED BY:



DAY ONE | **8 OCTOBER 2008** | WEDNESDAY

8:00 REGISTRATION AND MORNING COFFEE

9:00 **CHAIRPERSON'S OPENING REMARKS**

Andal Krishnan

Managing Director

Comprehensive Enrichment Centre

9:10 **WAYS TO COME OUT WITH A GREAT STORY IDEA THAT IS NEWSWORTHY**

- ◆ Know your audience - Know your media
- ◆ Educate your superior or client
- ◆ Hone your writing skills
- ◆ Play it straight
- ◆ Generating the media interview
- ◆ 32 ways to create news for your organisation

DK Hansra

Principal

Hansra Consultants

10:00 MORNING REFRESHMENT

10:20 **BEST PRACTICES IN CORPORATE COMMUNICATIONS**

- ◆ Image, identity and reputation management
- ◆ Effective strategies in corporate communications
- ◆ Issues management
- ◆ Measuring results
- ◆ Case studies

Andora Frederick

PR Director

11:10 **GROWTH OF TRADITIONAL PR ALONG SIDE ONLINE MEDIA TECHNOLOGY**

- ◆ Tried, tested and proven approaches blending with latest techniques
- ◆ Mixing the blend appropriately
- ◆ Looking at the 4Ws and 1H
- ◆ Strategy for different targets
- ◆ Making the grade and achieving objectives

Thong Kok Wah

Managing Director

Integrated Public Relations

12:00 LUNCH

1:20 **TIPS TO HANDLE INTERVIEWS WITH JOURNALISTS**

- ◆ Basic preparation - Warming up
- ◆ Understand what the media wants

- ◆ Creating your media message
- ◆ Dos and don'ts during the interview

Datin Wan Norhiyati

Partner

MAE Communications

2:10 **BEST PRACTICES FOR CORPORATE SOCIAL RESPONSIBILITY AND ETHICS**

- ◆ CSR is not merely philanthropy; CSR is a good business complement
- ◆ Through CSR, companies can:
 - * Differentiate their products
 - * Reach new market segments
 - * Meet customer expectations
 - * Boost customer loyalty
 - * Improve employee morale
- ◆ WWF-Malaysia case study: CSR means business transformation. Changing core business practices towards sustainability is not only good for nature but also vital for businesses to thrive in the long-term.

Choon Bow Bow

Marketing Director

WWF-Malaysia

3:00 AFTERNOON REFRESHMENT

3:20 **CRISIS COMMUNICATION**

- ◆ Activating crisis alert in SYABAS
- ◆ Media and public relations during the crisis

CASE STUDY

Adelina Iskandar

General Manager, Customer Service Division – PUSPEL

Syarikat Bekalan Air Selangor (SYABAS)

4:10 **CRISIS COMMUNICATION PLAN: STRATEGIES AND BEST PRACTICES**

- ◆ Definition and classification of crisis
- ◆ What to expect in a crisis
- ◆ Crisis preparation and response
- ◆ Crisis and emotions
- ◆ Media and crisis
- ◆ Common sense principles and best practices when communicating in a crisis
- ◆ Benefits of being prepared for a crisis

Andy See Teong Leng

Executive Director

Perspective Strategies

5:00 **END OF DAY ONE**

DAY TWO | **9 OCTOBER 2008** | THURSDAY

8:30 MORNING COFFEE

9:00 **CHAIRPERSON'S OPENING REMARKS****Che Wan Esah Ahmad***Executive Director***Identity Focus**9:10 **BLOGGING IN CRISIS MANAGEMENT**

- ◆ Understand the communication potential of a blog and know how to harness it to manage a crisis
- ◆ Blogging allows the corporation to interact with the public directly by addressing their concern, answering queries and providing information
- ◆ A blog should be managed by a powerful communicator to successfully build the right perception and control public opinion
- ◆ In managing crisis situations, a corporate blog is an effective communication tool to prevent a crisis or to contain it

Kim Chow*Director***KimChow Communicators**

10:05 MORNING REFRESHMENT

10:35 **NEW TRENDS IN PUBLIC AND MEDIA RELATIONS**

- ◆ Digital influence in PR
- ◆ Engaging bloggers
- ◆ Mainstream vs alternative media relations
- ◆ Strategic counsel vs traditional methods
- ◆ Importance of 360 degree in delivery of RR services to media

Rajan Moses*Managing Director***Ogilvy Public Relations Worldwide,
Kuala Lumpur**11:30 **THE COST OF PR AND THE EXPANSE OF COMMUNICATIONS**

- ◆ What is the value of good communications to an organisation
- ◆ Communicating in good and bad times
- ◆ The price of silence
- ◆ Appreciating the value of media relationship

- ◆ Cost of consultancy and internal PR expenses

- ◆ Affordability of PR in hard times

Syed Mohammed Idid*CEO/Principal Consultant***Perception to Reality Communications**

12:25 LUNCH

1:45 **PR IN THE AGE OF BLOGGING - HOW TO MANAGE PR IN THE BLOGGING AGE**

- ◆ The end of media the old way?
- ◆ Social media and the corporate's dilemma: to speak, or not to speak?
- ◆ New definitions of PR
- ◆ New skillsets needed
- ◆ Examples of successful companies

Sandeep Joseph*Managing Director***XM Expanded Media**2:40 **LAUNCHING A PR CAMPAIGN IN A MULTICULTURAL ENVIRONMENT****Stefanie Braukmann***General Manager***Strategic Public Relations**

3:35 AFTERNOON REFRESHMENT

4:00 **MAKING THE CASE FOR YOUR STORY – GETTING THE MEDIA TO PICK IT UP**

- ◆ Learn how to pitch your stories more effectively
- ◆ Learn how to tailor your approaches when dealing with different media
- ◆ Learn how should stories be pitched to the media and your intended audience
- ◆ Selling your story within 60 seconds of reading or speaking

Sharmini Suthan**People Potential Asia, Singapore**5:00 **END OF CONFERENCE****FOR ENQUIRIES AND REGISTRATION:**

Fax (603) 2070 3369 or Call (603) 2070 3299

**SEPARATELY
BOOKABLE**

1-DAY PRE-CONFERENCE WORKSHOP

7 October 2008 * Tuesday

“UNCOVERING BRAND ESSENCE TO ELEVATE PR AND CORPORATE COMMUNICATIONS INITIATIVES”

Led by **Kelvin Tan**, Chief Brand Consultant, **Brand Gravity**

..... About Your Workshop Leader



Kelvin Tan
Chief Brand Consultant
Brand Gravity

A Diploma Member of The Chartered Society of Designers and a First Class BA(Hons) degree holder from the University of Central Lancashire, UK. After graduation, played a key part in the re-development of Brockhall Village (The largest mental institution in UK) into a gated residential community. Whilst recreating employment opportunities and revitalising the local economy. A first of its kind in England. Has over 14 years of experience in branding, design management and retail marketing. Prior to becoming a leading Brand Consultant, he was the Head of Retail Development of NIKE South Asia. Major achievement with NIKE was the changed retail landscape in major cities within South Asia. Recent portfolio includes: Dunhill (retail branding), LPPKN (1st branding programme in the public sector), Magnum 4D (corporate-retail brand identity), Genting (retail branding), Nike Golf (retail marketing communications and concept shop design) and Nokia (global retail identity strategy), amongst others.

WORKSHOP OBJECTIVE

The objective of the workshop-breakout sessions is to widen the participants' mindset and think beyond PR-Corporate Communications. As ultimately, every function-department-division in an organisation will have to relate back to what the brand stands for in all activities-initiatives planned and undertaken.

WORKSHOP OUTLINES

- What makes a brand?
- How to build powerful brand?
- Understanding the relationship between your brand and its stakeholders
- Why is brand essence important?
- How to uncover brand essence?
- How brand essence help to strengthen your PR-Corporate Communications effort?

There will be two breakout sessions. Participants will be divided into different groups to have hands-on experience on what they have just heard and learned. One session is where the participants get into the thinking process of how to uncover brand essence. Whilst the other is learn to build a PR-Corporate Communications initiatives based on a brand and its essence participants have uncovered.

Workshop Timetable: Registration starts at 8:30am; Workshop commences at 9:00am and concludes at 5:00pm. Workshop materials, lunch and refreshment will be provided.

KEY BENEFITS OF ATTENDING

- ✓ **Obtain** best practices in corporate communications through image, identity and reputation management
- ✓ **Find** out what to expect in a crisis
- ✓ **Adopt** CSR practices to thrive in the long-term
- ✓ **Understand** what the media wants
- ✓ **Discover** how to hone your writing skills
- ✓ **Learn** how to harness a blog to manage a crisis
- ✓ **Discover** the mainstream vs alternative media relations
- ✓ **Gain** a clear understanding on how to manage PR in the blogging age
- ✓ **Get** insights into the cost of consultancy and internal PR expenses
- ✓ **Discover** the tried, tested and proven approaches blending with latest techniques of online media technology
- ✓ **Learn** how to communicate with customers during a crisis
- ✓ **Implement** a PR campaign in a multicultural environment
- ✓ **Network** opportunities with professionals, consultants & expert in this field

WHO SHOULD ATTEND

- Vice Presidents
- Directors
- Deputy Directors
- Heads of Corporate Communications
- Corporate Affairs
- Public Relations
- Media Relations
- Internal Communications
- Branding
- Organisational Development and Marketing
- Senior Management of Crisis Management
- Corporate Social Responsibility and Corporate Identity
- Directors' Secretaries
- Department Heads
- Senior Managers
- Senior Executives & Managers of Public Affairs

FOR ENQUIRIES AND REGISTRATION

FAX (603) 2070 3369 OR CALL (603) 2070 3299 OR VISIT US AT www.abf-asia.com

PR and Corporate Communications

“For a successful technology, reality must take precedence over public relations, for Nature cannot be fooled.”

~ Richard P. Feynman ~

All too often, PR and Corporate Communications are misunderstood and undervalued. PR and Corporate Communications are more significant than ever, with scandals and financial downturns weakening shareholder support, undermining consumer confidence and tarnishing some of the most trusted corporate brands. It has been, and is, rapidly evolving and expanding their influence within complex organisations. As you probably already know, PR and Corporate Communications are becoming strategic that organisations cannot do without. In this age of information, lots of organisation communicate with their stakeholders through earned media coverage rather than paid media coverage. This shows that PR is a vital component of the corporate communications mix.

“The emergence of PR as a branding tool is not so much a revolution as an evolution,” says **John Lonsdorf**, *President of Bridgewater’s R&J Group*. He says the public relations industry is continuously transforming in terms of its clientele, company value and its executive leadership. Public relations, as a concept, is being acknowledged as a key entity in business planning by more and more businesses. Almost every industry requires a coordinated and effective PR effort to shape an organisation’s objectives and build rapport with customers, voters, employees, stockholders, the general population, or competitors.

The **PR and Corporate Communications 2008** will bring together professionals in PR and corporate communications that will address the main concerns and discuss the hottest issues pertaining to PR and corporate communications. You will hear from successful communicators, sharing their experiences on managing their PR and corporate communication team, how to deal with the media, crisis communication etc. Take the opportunity to identify new tactics, develop new capabilities to harness the new media tools, discover how to best measure the implementation of the PR and communication programme and how you can combine new media activities with the traditional communications initiatives.

Find out how you can sell your story within 60 seconds of reading or speaking, the affordability of PR in hard times, what are the influences that the digital age have on PR, how to use a blog as an effective communication tool to prevent a crisis or to contain it, how to be prepared for a crisis, adopt CSR initiatives as a mean for business transformation, tips to handle important media interviews, the importance of issues management and many more.

Attend both the Conference and Workshop to gain maximum benefits as this is a timely conference for all that are involved in PR and Corporate Communications. **Join us** now for this excellent opportunity for in-depth discussions concerning matters in this industry. **Take advantage of the early bird discount and register today!**

Plus

1-DAY PRE-CONFERENCE WORKSHOP (7 October 2008 * Tuesday)

“UNCOVERING BRAND ESSENCE TO ELEVATE PR AND CORPORATE COMMUNICATIONS INITIATIVES”

Led by **Kelvin Tan**, Chief Brand Consultant, **Brand Gravity**

At this workshop, you will be able to have hands on experience on what you have just heard and learned. It is a very interactive and interesting session whereby you get to practise what you have learned in the workshop itself.

“Effective communication is 20% what you know and 80% how you feel about what you know.”

~ Jim Rohn ~

DON'T DELAY! REGISTER YOURSELF AND YOUR TEAM TODAY!

Call us at (603) 2070 3299 or fax your registration to (603) 2070 3369 or email to puvanesh@abf-asia.com to reserve your place today!

REGISTRATION FORM

PR AND CORPORATE COMMUNICATIONS CONFERENCE

(8-9 OCTOBER 2008) & WORKSHOP (7 OCTOBER 2008)

Prince Hotel Kuala Lumpur, Malaysia

- Yes! Please register the following delegate(s) for this Conference (*Please photocopy for more delegates*)

Please tick (✓) your choice session(s)

- 2-Day Conference + 1-Day Workshop [Oct 7-9, 2008]
 2-Day Conference only [Oct 8-9, 2008]
 1-Day Workshop only [Oct 7, 2008]

I am unable to attend but please put me on your mailing list

I am interested in Sponsorship/Exhibition Opportunitie

Name:(Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Approving Manager: _____

Job Title: _____

Email: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Booking Contact: _____

Email: _____

Nature of Business: _____

Company Web site: _____

CONFERENCE VENUE AND ACCOMMODATION INFORMATION

Prince Hotel Kuala Lumpur, Malaysia

No. 4, Jalan Conlay, 50450 Kuala Lumpur, Malaysia

Tel: (603) 2170 8888 Fax: (603) 2170 8808

Website: www.princehotelkl.com

Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's Conference on "PR and Corporate Communications". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that rooms are available on a first-come-first-served basis.

INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

IMPORTANT NOTICE: Due to the provisions of the DIRECT SALES ACT 1993, the registration form herein shall only be used by body corporate. Since Asia Business Forum Sdn Bhd is unable to accept registration by mail from any individual, all individuals and applicants who are not body corporate and who wish to attend are requested to register themselves at Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia or call (603) 2070 3299 for registration procedure.

5 EASY WAYS TO REGISTER



Telephone: (603) 2070 3299



Fax: complete and send this registration form to: (603) 2070 3369



Mail: this completed form together with payment to:
Asia Business Forum Sdn Bhd
Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia



Email: umi.nadrah@abf-asia.com



WEB: <http://www.abf-asia.com>

Your investment for attending this Conference is:

	Regular Fee (Payment after 5 Sept 2008)	Early Bird Fee (If payment & Registration are received by 5 Sept 2008)
Conference Only	RM3,495	RM3,195
Workshop Only	RM1,695	RM1,695
Conference + Workshop	RM4,990	RM4,690

The fee includes lunch, refreshments and conference documentation.

Note: For payment by Local Order, early bird fee will only apply if the local order is executed and **payment fully released to us on or before the early bird deadline.**

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

PAYMENT METHODS

Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM SDN BHD** and mail your payment together with this registration to **Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia.** Enclosed is our cheque/draft for RM _____

Credit Card (AMEX ONLY) Please debit my Amex Card Number:

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Card Holder's Name _____

Signature _____ Expiry Date _____ / _____

Important Notice: Payment is required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment.

CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less RM400 administration charge will be made for cancellation received in writing on or before **17 September 2008** Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

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