

Most people confine their marketing and communication to the traditional media, not realising there is a huge virtual world where people spend hours each day for information, entertainment and socialising.

The public relations industry is in a state of evolution, with social channels transforming public relations in new directions. Savvy public relations professionals recognize that incorporating social media into their current strategy is essential to reaching consumers, business buyers and media alike — now and in the future.

Date: 23 & 24 th AUGUST 2010 - Location: Hotel Armada, Petaling Jaya, Selangor
Time: 9.00 am - 5.00 pm

Social Media enables public relations professionals to talk with customers and prospects, which can foster valuable relationships. It also helps position the brand ahead of competitors and makes a brand referential. Social Media & PR Workshop is specially designed to show you what exactly Social Media is and how you can use it for the benefit of your company and yourself by creating the right content and message using the technology that is available to deliver to the right group of people.

This 2-day workshop will help you develop further understanding on Social Media and learn new strategies to formulate a more comprehensive media plan to meet the goals and expectations that you have for you and your organisation.

You will also learn to formulate media plans to using both traditional and new media to get your message out loud and clear to maximum the impact on your audience.

OBJECTIVE

- 1. Understand what Social Media is all about.

- 2. Know how to use Social Media for different purposes.

- 3. Learn how to plan media campaigns that use both traditional media and the new media to get optimum results.

- 4. Design content for different media vehicle to reinforce your message for marketing and communication purposes and for communicating with employees within the organisation..

COURSE OUTLINE

- Overview of Social Media
- Communication strategies using Social Media
- Branding and rebranding using Social Media
- Peer-to-peer strategy
- Formulate media campaigns to promote products, corporate social responsibility projects, social causes and political campaigns
- Learn how individuals and businesses can rebrand themselves using Social Media
- Design content for different types of media vehicles
- Case studies on how companies around the world are using Social Media
- Understand the future of mobile phone and how to get a head start
- Publicity and PR
- Countering bad Press

METHODOLOGY

The course is practical with real life examples and it will be conducted in an easy conversational manner so as to create opportunities for participants to seek clarification, get further details and air their doubts such as study cases and group participation.

WHO SHOULD ATTEND

Whether you are responsible for sales and marketing, business development , customer service or public relations for your organisation, you need to know the fundamentals of Social Media to fully exploit the opportunities it offers for attracting new customers, retaining existing customers, brand development, innovation, product and service sales and distribution, recruitment, etc:-

- Marketing professionals
- Communications specialists
- Public Relations professionals
- Corporate Communication Managers
- Customer Service Managers/Directors
- Sales Managers and Directors
- Business Development Managers/Directors
- Entrepreneurs
- General Managers/Directors
- Managing Directors, Chief Executives
- Politicians
- For anyone whose role includes presenting their organisation to the wider world directly via the media.

Trainer's Profile

Vanitha Nadaraj has over 33 years of working experience primarily in the area of communication. She has 16 years of experience in journalism as a sub-editor and reporter for The Star.

She was a senior manager for corporate communications at Tesco Stores (M) Sdn Bhd, a

multinational corporation with 12,000 employees, where she was handling both internal and external communications. Prior to that she was teaching communication to undergraduates at HELP University College, focusing on journalism, media planning and media management.

She completed her MA in journalism at Ateneo de Manila University as a fellow of the German-based Konrad Adenauer Foundation and has presented papers on media in Malaysia and has had her academic work published in publications overseas.

Presently, Vanitha conducts workshops in media visibility, crisis communication and business communication as well as provides consultancy in public relations. She has conducted various trainings for RAM Ratings Berhad, Sunway Berhad, OCBC Bank, NIOSH, IGB Berhad, Bond Pricing Agency, Jabatan Penjara Malaysia, UKM, USIM, Bond Pricing Agency, One Drop Perfumes, MARA, GIVI, Parkson, Metropolitan College and many other private and government agencies.

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