

# New-age social needs of communication

A New World of Communications Unfolds with the New Media  
UK PR Expert delivers an insightful workshop - "WE MEDIA...ME MEDIA"

The promise of a whole new world, with the emerging potential of the New Media, will be the key highlight of an insightful workshop 'We Media...Me Media', conducted and delivered by one of the Board Members of the UK-based International Public Relations Association (IPRA) Richard Linning.

Organized by Mentor Communications Resources, an independent training services provider, in collaboration with the IPRA, this 1-day workshop will be held on November 27th in Westin Kuala Lumpur. The workshop will introduce the need and relevance of new age technology and the emerging media like Podcasting, Electronic Kiosks, Blogs etc, which have a great potential to support the new-age social needs of communication.

Richard Linning, who has over 25 years of experience says, "With the ever-changing consumer behavior and their increasing awareness of the power of the new media channels, marketers, communications advisors, PR

practitioners, organizations and brand managers are considering the potential of new media to create impactful and effective delivery of brand messages."

New Media is already a very powerful communication tool, and will continue to grow at an accelerated rate to meet the demands of the expanding domain of Information Communications Technology (ICT). "The aim of the workshop is not just to inform the audience on the emergence of new media, but also to provide insight on how to fully utilize and leverage on this new communication of the 21st Century," added Mr Linning.

With Malaysia accelerating its developments in the ICT sector to prepare the nation to face the new digital challenges, and spearhead economic and technological transformation; new media will play a crucial role. It is imperative that current businesses that revolve around communications adopt the skills of ICT to lead these advancements and at the same time

tap the potential of new media to propagate its benefits for accelerating economic development.

According to Millicent Danker, Principal Resource and Coach of Mentor Communications, "Communicators everywhere are bewildered by the proliferation of new media. They are both an opportunity and a threat. Nevertheless, the use of new media should be adopted alongside the traditional media, to optimise the power of communications. It is imperative for Public Relations practitioners and those working in the marketing communications space to acknowledge the impact of driving messages through the new media".

Held at the Westin Kuala Lumpur, the full-day workshop is packaged at RM1,875.00. Earlybird and student discounts are offered. To register or for further details, please contact Christina Rajat 03-4251 2281 or email at [christina@mentorcommunicationresources.com](mailto:christina@mentorcommunicationresources.com)



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