

PUBLIC RELATIONS MASTERCLASS ©

A public programme by
MENTOR Communication Resources
August 18th and 19th;
September 8th and 9th

Dear Public Relations / Public Affairs / Corporate Communications Directors

We are delighted to share details of our forthcoming Workshop on Public Relations, with focus on the different aspects of Public Relations from theory to practice, including the critical role of writing for PR, using various tools and techniques.

This Workshop would be of great value in enhancing the communication competencies of a young team as it is a very hands-on and practical programme. It is being staggered for greater effect and will be run over a series of 4 Saturdays.

As an Approved Trainer of the Chartered Institute of Public Relations (CIPR) UK for 10 years now, I make sure our course content reflects current research and trends for practitioners. Several exercises will be run and appraised accordingly.

Do let me know if you wish to book anyone for the Workshop. We are keeping our class size very small hence there are a limited number of places.

Yours sincerely
For Mentor Communication Resources Sdn Bhd



MILLICENT DANKER
MIPR, BA (English), MA (Communication), DBA (Business)
Approved CIPR Trainer



MENTOR Communication Resources is a niche training service provider in its 16th year, specializing in capacity building in the soft-skills area of communication. Communications skills are our singular focus.

Our customized, bespoke programmes are delivered via 1-on-1 coaching sessions and small-group workshops. We have conducted more than 300 programmes for Malaysian PLCs, GLCs, MNCs and government agencies to help address organizational communication needs and close soft-skills gaps.

All our content is generated by our lead consultants, keeping in mind the specific communications issues and challenges presented by our clients based on which we customize the course materials, the presentations, scenarios, role plays and exercises. We continue to receive positive feedback from our workshop participants.

We also provide certificates of participation.

For more information, kindly visit our website:
www.mentorcommunicationresources.com

LEAD FACILITATOR & COACH

MILLICENT DANKER

BA, MA, DBA, MCIPR

Dr Millicent Danker is the Founder of stakeholder relations consultancy Perception Management International (PMI) Group with offices in Kuala Lumpur, London and representations in the region, as well as Kuala Lumpur-based communications skills training provider, Mentor Communication Resources which is in its 16th year @.

Beginning her career as a journalist with Malaysia's New Straits Times Group, Millicent spent many years with PETRONAS, Malaysia's national oil company, as Head of Communications and later as Corporate Counsellor for Burson-Marsteller, and Public Affairs Advisor to the board of a leading Malaysian plc before she established her own practice.

As one of Asia's leading public relations counsellors, she has been an active practitioner in the region for 35 years, offering her insights in the areas of corporate strategy, media, crisis and issues management, PR programme and policy development, corporate transparency and communication ethics, strategic messaging and leadership communications, communications training and workshop facilitation at Director level. She is also a keen coach and mentor.

She has served for two terms on the Board of the London-based International Public Relations Association (IPRA), having held the post of Malaysian chair for IPRA, and for a time was Vice President of the Public Relations Consultants Association of Malaysia. She is also a member of the UK's Institute of Directors and an associate of Henley Business School / University of Reading, where she has completed her doctorate in business administration. Her research interests are in Corporate Transparency among Malaysian PLCs. Millicent has also been instrumental in organizing, moderating and facilitating high-level conferences, dialogues and roundtables in Kuala Lumpur, Hanoi, Lusaka, Bahrain, London, Brussels & Munich.

Millicent is a Fellow of the Institute of Public Relations Malaysia (IPRM) and the only Malaysian PR practitioner with Approved-Trainer © status obtained from the Chartered Institute of Public Relations, U.K. (CIPR), of which she has been a member for many years. She has a B.A. Hons in English Literature from the University of Malaya, and an MA (Communications) from the U.S. under a joint East-West Centre Post-graduate Award and a PETRONAS scholarship.

She has facilitated and led at least 300 workshops and group learning as well as individual coaching sessions, and also presented at several international conferences in Malaysia, the ASEAN region as well as Europe.

Her training workshop and coaching client portfolio includes Telekom Malaysia, Maxis, Celcom, PricewaterhouseCoopers, Maybank, DiGi, Khazanah, MAFC, Petronas, Prudential, the EPF, Sunway Group, KL Sentral, MRCB Group, Bank Negara Malaysia, the Ministry of International Trade & Industry, PETRA Perdana Group, 1Malaysia Development Berhad, and other GLCs, PLCs and MNCs. She is a keen mentor and has served as a resource for PR final-year students at Malaysian universities as well as appeared as a guest lecturer at UTAR.

YOUR INVESTMENT:

RM 4,500.00 per seat (4 sessions), inclusive of:

- ✓ course manual
- ✓ soft-copy templates
- ✓ appraisal of writing & other exercises
- ✓ meals and refreshments
- ✓ Certificate of participation

PUBLIC RELATIONS MASTERCLASS

A 4-DAY INTERACTIVE WORKSHOP – MAXIMUM 10 PAX PER SESSION

[For Younger Public Relations Practitioners]

COURSE DESCRIPTION:

This is a highly-customised workshop designed to cater to the needs of a young PR Department. It aspires to encourage young practitioners by introducing them to the world of public relations. In a sense, it collapses what could be a post-graduate PR certificate programme into a four-day series of successive workshops, whereby theory is used mainly as a backdrop while the focus is on PR in Practice.

The programme as designed will also have to reflect the actual needs of the PR Department in question, hence workshop content will need to be modified. For example, there may be a requirement for Crisis Communications with case studies in the oil and gas industry. Writing requirements may be more corporate and strategic in nature – rather than marketing or product driven. This customization will require inputs from the head of the Department.

While public relations practice is complex and quite varied, depending on the company and industry, and the importance placed on the role of PR and Communications by the management, this Junior Public Relations Masterclass © will attempt to cover only the critical aspects. Hence there

will be quite a bit of emphasis on Writing for PR as the skill of the PR practitioner is best reflected in his or her writing ability. The appreciation of writing for an objective, or writing with a key message in mind, is often overlooked in practice – hence the Workshop will ensure message development is fully understood.

This interactive programme will help equip participants with proven tools and techniques to enhance their skills as Public Relations / Communication practitioners, and to introduce them to the wide range of PR writing options. Various handouts and templates will be shared.

OUR COURSE OBJECTIVES

1. To help participants appreciate better the role and responsibilities of Public Relations and Communications in the management of companies
2. To enable participants to understand how to apply different tools and techniques to meet varying PR needs or communication objectives
3. To encourage participants to explore PR writing and to find their best writing style

THE OUTCOMES

- Deep and broad understanding of what public relations is, in theory and practice
- Appreciation of the different PR tools and techniques and the importance of strategic thinking
- Improved writing ability and greater confidence

HOW IT WORKS

- Four (4) standalone one-day sessions
- Opportunity in between workshops to put acquired skills to the test
- Real-life writing output can be brought to the classroom for critique

MODULE 1, DAY 1

9.00 am : Introductions & Objective-Setting

- 9.45 am : An Overview of Public Relations (PR):
- What is PR and how it is different from Advertising
 - Where does PR fit in the marketing mix?
 - The role of PR in Management
 - What PR can and cannot do
 - Glossary of PR Terms

10.45 am : BREAK

11.00 am : EXERCISE 1: Breaking the Ice, You as PR Manager

- 12 noon : An Introduction to Stakeholder Management
- What is Stakeholder Management?
 - You & Your Stakeholder: Stakeholder Mapping
 - Your Communication Objective / Your Key Message
 - Stakeholder Engagement Opportunities

1.00 pm : LUNCH

- 2.00 pm : Your Message Strategy
- Why Messaging is Necessary
 - The Story House Technique

2.45 pm : EXERCISE 2: A Group Exercise in Message Development

3.30 pm : BREAK

- 3.45 pm : The Media & the Dynamics of Communications
- Why the Media is Necessary
 - Media Management Challenges
 - Dos & Don'ts of Media Relations
 - Guidelines for Communicating in A Crisis

5.00 pm : EXERCISE 3: Overnight Exercise in Media Understanding

5.30 pm : End of Day One

MODULE 2, DAY 2

9.00 am : Review of Week 1 Assignment & Presentations

- 10.00 am: An Introduction to PR Writing
- Are You a Writer?
 - The Tools of the PR Writer
 - Writing Strategically
 - The Challenges of PR Writing

11.00 am: BREAK

- 11.15 am: A Structured Approach to News Release Writing
- The Inverted Pyramid
 - A Word on Style & Format
 - News Release (Review & Critique)
 - The News Release Template

12.15 pm: EXERCISE 4: Writing a News Release in 20 minutes Group Review & Feedback

1.00 pm : LUNCH

- 2.00 pm : The Corporate Brochure
- Types of Brochures
 - Group Discussion
 - Writing for the Brochure: The Brief, Research, Sample Contents
 - Writing for your Stakeholder
 - Exploring Different Writing Styles

3.00 pm : EXERCISE 5: Critique of Corporate Brochures & Newsletters brochure for discussion)

3.30 pm : BREAK

- 3.45 pm : The Company Newsletter – A Tool of Strategic Communication
- Getting Started: Your Editorial Policy
 - Types of Newsletters & Articles
 - A Word on Layout & Design
 - Exploring Different Newsletters

4.45 pm : EXERCISE 6: Planning a Newsletter

5.30 pm : End of Day Two

MODULE 3, DAY 3

9.00 am : Review of Week 2 Assignment & Presentations

- 10.00 am: A Word on Grammar & Current Business English
- The 12 Rules of Proper English Grammar
 - The Role of Punctuation
 - House Style
 - Common Errors & Bloopers

11.00 am: BREAK

11.15 am : EXERCISE 7: Editing & Proof-reading

- 12 noon : The Challenges of Business Communications
- E-mail Etiquette
 - How to Write a Good Memo
 - The importance of Tone & Outcome
 - Dos & Don'ts

1.00 pm : LUNCH

- 2.00 pm : Speechwriting Techniques
- Types of Speeches
 - A Good vs. a Bad Speech
 - Role of the Speechwriter
 - Anatomy of a Speech

3.00 pm : EXERCISE 8: Group Review of Famous Speeches of the World

3.30 pm : BREAK

3.45 pm : EXERCISE 9: Group Speechwriting Assignment & Presentations

5.00 pm : EXERCISE 10: The Speechwriting Challenge (Homework)

5.30 pm : End of Day 3

MODULE 4, DAY 4

9.00 am : EXERCISE 11: The Speechwriting Challenge – Presentations

- 10.00 am: Writing for the Annual Report
- Financial vs Corporate & Operational Reviews
 - The Annual Report Cycle
 - 12 Rules for a Good Annual Report
 - The Challenges of Annual Report Writing

11.00 am: BREAK

- 11.15 am: Principles of International Business Etiquette
- The Art of Introductions
 - Meeting & Greeting Etiquette
 - Telephone & Internet Etiquette
 - Business & Dining Etiquette
 - The Art of Conversation

12.15 pm: EXERCISE 12: Role Plays

1.00 pm : LUNCH

- 2.00 pm : Protocol Appreciation
- Malaysian Protocol
 - International Protocol
 - Social Taboos
 - The Order of Precedence
 - The Role of Protocol in Events

3.00 pm : EXERCISE 13: Group Protocol Assignment

3.30 pm : BREAK

- 3.45 pm : Case Studies
- PR Campaigns
 - Crisis Management

4.45 pm : The Good PR Practitioner's Guide / Templates

5.00 pm : Summary & Evaluations

5.30 pm : End of Workshop