

		
<b>Title</b>	the role of PR in public listed companies	
<b>Agency</b>	 <p>Asia Pacific Network of the Year, 2008 &amp; 2004 :: MEDIA/PRWeek          Best Use of Digital, 2009 &amp; 2008 :: Malaysia PR Awards          Gold Campaign of the Year, 2008 &amp; 2007 :: Malaysia PR Awards          Best Large Agency to Work For, 2008 :: The Holmes Report</p>	
<b>Venue</b>	bursa malaysia berhad, conference room 1, ground floor, jln bukit kewangan, 50200 KL	
<b>Date/Time</b>	<b>Price: Members</b>	<b>Price: Non- Members</b>
24 March 2010 / 9am to 5.30pm	RM300 (Vouchers)	RM450

**be seen. be heard.**  
**effective PR in a message-heavy world**  
**your 101 guide to effective PR in Malaysia**

**Wednesday, 24 March 2010**

**Topics:**

1. Introduction to Public Relations
2. Malaysia's Media Landscape
3. An Introduction to New Media
4. Maximising PR in a PLC
5. Crisis Communications
6. Case Study – What went wrong
7. Cast Study – How to do it right

**Course Outline**

**9.30am – 11.00am**      **Introduction to Public Relations**  
- What is Public Relations  
- The difference between PR, advertising and marketing  
- Public Relations and Strategic Communications  
- Common PR Tools

This section will give an overview of strategic communications via public relations and how it can assist in achieving the strategic business objectives of public listed companies.

**11.00am – 11.15am**      **Refreshments**

**11.15am – 11.45am**      **Malaysia's Media Landscape**  
- An overview  
- What the media wants  
- The fundamentals of Media Relations  
- What's news, what's not

This section will give an overview of Malaysia's media landscape, what the media looks out for when looking for a story and what makes a news story.

**11.45am – 12.45pm**      **An Introduction to New Media**  
- A brief history of new media  
- The changing communications landscape  
- What to do, what not to do  
- A case study

This section discusses the rise of new media, its impact on communications today and how it can be harnessed to channel the company's key messages.

**12.45pm – 2.00pm**      **Lunch**

**2.00pm – 3.00pm**      **Messaging the target audience**  
- Why have key messages  
- What makes a key message  
- Key messaging exercise

This section discusses the need for a company to have key messages for its audience.

**3.00pm – 3.45pm**      **Communicating in a crisis**  
- The need for communications in a crisis  
- Crisis Communications Exercise

**This section discusses the need for a communications plan during a crisis.**

**3.45pm – 4.00pm**      **Tea Break**

**4.00pm – 4.30pm**      **Case Studies – what to do, what not to do**

**4.30pm – 5.00pm**      **Q&A**

**5.00pm**                      **END**

## Trainer Profile



**Ku Kok Peng**  
**Senior Vice President & Partner**  
**General Manager**  
**Fleishman-Hillard Kuala Lumpur**

Ku Kok Peng joined Fleishman-Hillard in early 2004 as Vice President & General Manager. He was promoted to Senior Vice President in April 2006 and Partner in April 2008. Ku is the principal consultant and assumes overall responsibility for the management and business development of the Kuala Lumpur office.

Ku started his career with MDK Consultants before moving on to Shandwick International (now Weber Shandwick). He then continued his career in the corporate sector as a senior executive of a Malaysian conglomerate. Prior to his present appointment, Ku was the managing consultant of Bozell PR.

As a public relations practitioner, Ku has counseled clients from a wide range of industries, from information technology, telecommunications, media and financial to automotive, petroleum, pharmaceutical and fast-moving consumer goods.

Ku further trained at FH's Leadership Institute for Managers held in Kuala Lumpur, Malaysia in August 2006, Omnicom University's Advanced Management Programme at the China Europe International Business School (CEIBS) in Shanghai, China in September 2007 and Senior Management Programme held at Babson College in Boston, USA in June 2009. He was also the Asian recipient of the John D Graham Award for Excellence in 2007.

Ku graduated with a Bachelor of Law degree from the University of London and holds the Certificate of Legal Practice. Presently, he is also a Fellow and the Vice President of the Public Relations Consultants' Association of Malaysia (PRCA Malaysia).

## Workshop Registration

### REGISTRATION FEES

Workshop Fee: RM450

MIRA member: RM300 (Voucher)

CIR UK holder: RM200 (RM100 off)

### TO REGISTER

**Online :** [www.mira.com.my/events.html](http://www.mira.com.my/events.html)

**Phone:** 03-20347677/7415 (Ms. Azlina or Zulaika)

**Email:** [azlina\\_mduthong@bursamalaysia.com](mailto:azlina_mduthong@bursamalaysia.com)

**Fax No:** 03-27320771

### YOUR REGISTRATION FEES INCLUDES

Refreshment breaks, lunch, presentation and workshop materials.

### CANCELLATION POLICY

A cancellation fee of RM150 applies for all cancellations received after 22 March 2010. No refunds will be issued for any cancellations received within 24 hours of program start. Substitutions from the same company are accepted with fee adjustment, if appropriate. Sharing of registrations is not permitted.

### PAYMENT INFORMATION

**Cheque to be made payable to :** *MALAYSIAN INVESTOR RELATIONS ASSOCIATION*

**Cheque to be sent to:**

Malaysian Investor Relations Association  
C/O Bursa Malaysia Berhad  
9<sup>th</sup> Floor, Jalan Bukit Kewangan, Exchange Square  
50200 Kuala Lumpur

Participants Name: \_\_\_\_\_

Company: \_\_\_\_\_ Contact No: \_\_\_\_\_

Email Add: \_\_\_\_\_

## About Fleishman Hillard

### FLEISHMAN-HILLARD KUALA LUMPUR

Fleishman-Hillard Inc is an award-winning, world leading public relations consultancy which offers strategic communications counsel to local, national and international clients, including many of the world's most respected brands. Fleishman-Hillard was founded in the U.S. more than 60 years ago and is part of Omnicom Group, Inc., a leading global marketing and corporate communications company. One of the fastest growing agencies in the industry, the firm currently operates over 80 offices throughout North America, Europe, Latin America, Asia Pacific and South Africa.

Living by the corporate philosophy, *"To make ourselves as valuable to our clients as they are to us,"* Fleishman-Hillard consistently ranks as a world-leading communications consultancy. The firm has won a number of coveted industry accolades including 108 coveted Silver Anvil awards, the industry's highest honor.

In 2002 and again in 2003, Fleishman-Hillard was the only public relations agency to rank among *Working Mother* magazine's annual list of the "100 Best Companies for Working Mothers". In addition, in *The Holmes Report's* 2003 list of "The Best Public Relations Agencies to Work For", Fleishman-Hillard ranked first for the third year in a row.

Fleishman-Hillard established a presence in Asia Pacific in the early 1990s. Over the last few years, Fleishman-Hillard have grown with our clients to become a solid regional network comprising 12 wholly owned offices in nine countries, plus a host of trusted affiliate agency partners. It has now become one of Asia Pacific's fastest growing agency networks.

Kuala Lumpur joined the Fleishman-Hillard network in 1999. With a dedicated team of experienced counselors, the office serves blue-chip corporations and brands, both international and domestic.

The team commands exceptional understanding and ability to counsel in a wide spectrum of industries, gleaned from previous professional experiences. The office's consistently strong growth and culture of excellence was first recognized at the 2005 Asia Pacific PR Awards where it was named Finalist for "Consultancy of the Year".

The office celebrated its 10<sup>th</sup> anniversary in 2009 in style, winning the Best Use of Digital category for the second year running at the Malaysia PR Awards 2009 with Malaysia Airlines' *Building Bridges, Changing Conversations*,

*Driving Dialogues*. It also picked up a Certificate of Excellence for Pfizer's *Championing Quitters* and added a Finalist for Southeast Asia at the first Asia Pacific SABRE Awards for BMW Malaysia's *BMW Shorties*.

At the Asia Pacific PR Awards 2008, Fleishman-Hillard Kuala Lumpur walked away a winner for the Best Use of Digital for BMW Malaysia's *BMW Shorties* programme, which was also shortlisted as one of the five finalists for the overall Gold category Campaign of the Year.

At the second Malaysia PR Awards 2008, the same entry won the Gold Award for Campaign of the Year for the second year running, as well as the Best Use of Digital category. Together with its associated company, Paprika Marketing Services, it also netted the PR Innovation of the Year accolade for its integrated healthcare communications model.

At the inaugural Malaysia PR Awards in 2007, the office emerged the most-awarded consultancy, winning the coveted Gold Award for Campaign of the Year for Merck Sharp & Dohme's *Tell Someone* and three category awards – Healthcare: Ethical Campaign of the Year for Merck Sharp & Dohme's *Tell Someone*; Financial Communications Campaign of the Year for *Quill Capita Trust IPO*; and CSR Campaign of the Year for *BMW Shorties 2007*.

The office is an accredited corporate member of the Public Relations Consultants' Association of Malaysia and an associate member of the Malaysia Investor Relations Association.

