

Fundamentals of Public Relations



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Date:
20–21 Feb 2012
24–25 Apr 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Why You Should Attend This Course:

In a fiercely competitive market, the brand that has a better reputation will be favoured. Reputation and perception cannot be quantified, yet we cannot deny that it does have a significant impact on the bottom line. Businesses, big or small, cannot afford to ignore the importance of building a strong positive perception in today's marketplace. Understanding the mechanisms of public relations is key in planning and executing perception building efforts.

Course Outline:

Introduction to PR

- The significance of PR function in an organisation
- The difference between PR, advertising and marketing
- The link between organisation branding and the PR function

Media Relations

- Understanding of the local media landscape, how it works and the best way to get its attention
- Elements of newsworthiness and how to craft a story angle
- Anatomy of a high impact press release
- How to prepare a press kit
- Do's and Don'ts when dealing with the media
- Considerations for a press conference
- How to face the media with confidence and flair

Going beyond the media

Staying in touch with target audience with:

- Newsletter
- Seminars
- White papers
- Working with analysts

New Media

- Using social media to reach out, engage and connect with your online audience

Corporate Social Responsibility

- Understand how corporate social responsibility makes a difference to the organisation

Crisis Communications

- What constitutes a PR crisis
- Key aspects of handling a crisis
- What can the PR practitioner do to reduce the chances of crisis

The course will include case studies, discussions and quick practice sessions that will allow participants to fully appreciate the roles of a PR professional.

Who Can Benefit?

This course is designed for Managers, Executives and Entrepreneurs who wants a quick introduction to Public Relations (PR) and how they can utilise opportunities at getting positive media attention and build a strong perception among their stakeholders. Also for professional and business owners who are looking to build their organisations' visibility and credibility. For the person thinking of stepping into the PR domain, this course will give you a feel of the wide spectrum of PR functions that you will be facing with.

Trainer's Profile:

Dean Shams came into the world of PR in 2005 with an arsenal of writing and communication skills he gathered from his 7 years experience in the training and education industry. He launched his Public Relations consultancy, KinetiqBuzz PR, with high profile projects with government agencies such as launch of *SCAPE and Shine Youth Festival for Ministry of Community Development and Sports (MCYS) and managing a year long media relations for PAYM 35th Anniversary giving the organisation an average of 13 media placements per month.

Since then he has managed media relations for international and regional level events such as the Asian Extreme Sports and International Feng Shui Conference. He was behind the launch of the Search for the Happiest Person in Singapore in 2008 that got international media attention. His deep understanding of the media landscape has helped numerous local SMEs develop media relations strategies giving them extensive coverage in the highly competitive media environment here in Singapore. Some of his clients include IceTech International, Cohens Lifestyle Clinique, Paula's Choice Skincare, Gold & Silver Jewelry and LeeWay TransAct Logistics.

He regularly speaks at organisations on the topic of PR, Business Networking, Personal Branding and Communication skills. He also writes regularly for FujiXerox Singapore's newsletter DocuLink.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Fundamentals of Public Relations <input type="checkbox"/> 20–21 Feb 2012 <input type="checkbox"/> 24–25 Apr 2012 (9.00am to 5.00pm) S\$680 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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