**Develop the Technical & Personal Capabilities Of The Officials Public Relations & Media**



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**Course Objective**

* Develop complex and sophisticated communication strategies
* Identify how, where and when to engage in the policy and legislative process
* Engage with the media strategically at a top editorial level
* Analyse the roles and functions of an ideal communication department
* Create policies, procedures, materials and resources to facilitate the
* efficient running of your own communication department
* Create crisis messages, positioning and response tactics response rapidly and decisively
* Engage confidently with journalists and in online social media
* Represent your organisation effectively even in the most challenging of crisis interviewsApply financial analysis techniques to improve investment decision-making

**Target Audience**

* senior PR managers,
* communications directors
* agency account directors
* communications managers
* communications directors
* government communications managers
* directors

**Course Outline**

* Strategic Public Relations Planning
* Public Relations and Public Communications: Theories & Contexts
* Media Relations
* Public Relations Contexts
* Advertising
* Conflict Resolution & Negotiation
* Public Relations & Digital Media
* Strategic Public Relations Tourism & Communication Management
* **The Feature Of Asia Master Training And Development Center**
* we pick up the customer from the airport to the hotel.
* we give the participant training bag includes all the necessary tools for the course.
* Working within groups to achieve the best results.
* All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
* We can assist you in booking hotels at discounted prices if you wish to book through us.
* We offer the certificate from Asia Masters Center for Training and Administrative Development.

The Cost Of The Training Program Includes The Following:

1. Scientific article on flash memory.
2. Training Room.
3. Training.
4. Coffee break.
5. The training bag includes all the tools for the course.

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| Price (USD) |
| Communicate with the training department  to know the participation fees   * There are offers and discounts for groups |
| The details of the bank account |
| Bank name: CIMB Bank Berhad  Account name: Asia Masters Center SDN. BHD  Bank account number: 80-0733590-5  Swift code: CIBBMYKL  IBAN: Null |