



**Asia Masters Center**

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





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

### **➔ 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 interviews
- Apply 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.

**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**