

3rd International Seminar-Workshop for Corporate Communicators



September 13-17, 2010 • Manila, Philippines • 9:00 a.m. to 4:30 p.m.

Introduction

In the jargon of e-commerce, *brick and mortar* are businesses that have a physical presence which offers face-to-face consumer experiences. In banking, these bricks and mortars came to be associated with branches. But things have changed since the advent of the internet age. Information is now accessible literally at the click of a mouse. Consequently, bank customers no longer need to go to branches to transact; bricks and mortars are being replaced by kiosks, touch screen ATMs, and e-banking facilities.

These developments may have given rise to the IT professional, but the responsibility for managing its application to our various publics still rests in the hands of the public relations professional.

Responding to the new needs of the times, ADFIAP will conduct this course aimed at equipping PR or aspiring PR professionals dealing with their company's various publics the programs and tools to meet today's technology-driven environment.

The program is structured to give a more relevant and practical perspective with emphasis on new trends in the use of PR tools in traditional as well as new media channels through visits to PR and media outfits. For five straight days, the participants will learn how to set their PR agenda, develop the nose for news, peek into the future of media, mount a press conference, deliver press statements. It will afford them a better appreciation of their role as PR practitioners and/or corporate communicators. The speakers/lecturers are composed of a select group of management experts, PR and media practitioners with expertise and experience in dealing with various PR publics and New Media channels in the Asia-Pacific region.

Objectives

- a) To gain knowledge on the use of PR in reputation management (in both traditional and new medi);
- b) To develop skills in solving problems of your organization's relationship with its various (local and international) publics;
- c) To study new trends in the use of PR tools in traditional as well as New Media channels; and
- d) To gain better appreciation for their role as PR practitioner or corporate communicator and equip the organization with trained PR/communication professionals.

Resource Persons

This five -day seminar-workshop features seasoned practitioners from various fields who will not just share the tricks of the trade but provide lessons from their vast experiences in handling PR and media situations.

Who Should Attend

PR and IT professionals; corporate communicators with duties that include dealing with the media and developing communication strategies (for local and international relations and with various publics) as well as those handling special events.

They must be mid-to-high level managers relied upon by the management to handle problem situations when they arise, and provide counsel to the CEO. He/she is the CEO's PR counselor. Writing skills and the gregarious types are desirable.

Limited Seats Only

REGISTER NOW

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