

Master Class in Public Relations



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Date:

15–16 Mar 2012
30–31 May 2012

Course Fees:
S\$880.00

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 today's corporate world there is a definite need for companies to communicate more with their target audiences. In fact, the need is very real and audiences are demanding communications with the companies they deal with, whether it is a fashion label, a computer company, or even a food outlet.

It is essential for companies that wish to stand out and be leaders in their respective fields to be able to communicate with their audiences both internal and external. This course will take participants through the range of Public Relations specialisations that can be used to create better and more credible images for their companies.

This course will offer participants the correct tools for them to make use of Public Relations effectively and create opportunities where there seemed to be none before. This fast-track course will help anyone involved with communicating with internal and external audiences. Some of the topics covered include media relations and how to handle the media, corporate relations and how PR can help a company grow both financially as well as in their image.

A course recommended for anyone that needs to communicate the organisation's image and messages. You will learn to implement communications methods beyond the technical level.

Learning Outcome:

- Define and understand what is effective Public Relations
- Understand the PR processes
- Identify PR potential situations
- Create PR situations
- Understand what is Media Relations
- Understand what is Community Relations
- Understand what is Investor Relations
- Work around crisis situations and develop crisis communications plans
- Understand how to use the new media to your advantage
- Measure your communications effectiveness

Course Outline:

- Introduction to PR
- The communication factor
- Media Relations
- Community Relations
- Investor Relations
- Corporate Relations
- Financial Relations
- Crisis communications
- New media

Who Can Benefit?

Executives, Managers, Entrepreneurs, Marketing Managers, Middle-Top Management.

Trainer's Profile:

Gregory Tan is a 30-year veteran in the Strategic Communications and Public Relations industry. In addition to running his own consultancy, he also lectures at the NTU Wee Kim Wee School of Communications and Information, teaching undergraduate and graduate classes.

Gregory is a Past President of the Institute of PR of Singapore as well as the ex-Chairman of the Federation of ASEAN PR Organisations. He was the Education Chairman of IPRS where he revamped the PR Certificate Course and introduced the Diploma and undergraduate and Graduate courses for the PR Industry.

He has trained Principals from MOE, to SAF Officers in PR and Crisis Communications. Companies like Levis, Siemens Nixdorf, Boston Scientific, GSK, DuPont, British American Tobacco amongst others have used his consultancy skills for both training and various communication functions.

A leading expert in local and international PR, Gregory has also travelled extensively to give talks and help official bodies build-up their communication skills. A firm believer in the power of positive communications, he has helped many companies overcome their internal and external communication issues and problems.

Gregory has worked in the banking, conference, publishing, ship-repairing, property, beer, soft-drinks and PR consultancy industries as Manager and Consultant.

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!

Master Class in Public Relations

15–16 Mar 2012 30–31 May 2012 (9.00am to 5.00pm)

S\$880 (subject to 7% GST)

Includes lunch & refreshments

***Approved for SDF funding**

Please indicate if you wish to apply Yes 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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