



**DIGITAL PUBLIC RELATIONS COURSE:
(THE RISE OF DIGITAL ENGAGEMENT, MEDIA & COMMUNICATIONS IN A PANDEMIC WORLD)**

**22 - 23 July 2021 (Thursday – Friday)
ONLINE TRAINING**

TENTATIVE PROGRAM

Day 1

- 9.00 am - Welcoming remarks by Datuk Dr Chamil Wariya
Chief Executive Officer, MPI
- 9.10 am - What is Digital PR – from the perspective of a traditional PR practitioner
Speaker: Ms. Yan Lim, CEO iOli Communications Sdn Bhd
- 10.40 am - *Morning Break*
- 11.00 am - Insight learnings revolving Digital PR, best practices & case studies
Speaker: Ms. Yan Lim
- 11.45 am - Why should PR communications practitioners adapt online marketing?
Speaker: Ms. Yan Lim
- 12.45 pm - *Lunch Break*
- 2.00 pm - How online marketing helps to increase brand/organisation's online presence
(the best how-tos)
Speaker: Ms. Yan Lim
- 2.45pm - Digital PR tools: Influencers engagement, social media campaigns &
activations
Speaker: Ms. Yan Lim
- 3.30 pm - *Afternoon Break*
- 4.00 pm - Digital PR: Crisis Management
Speaker: Puan Liz Kamaruddin Adjunct Professor
Managing Director, FTI Consulting Malaysia
- 5.00 pm - End of Day 1

Day 2

- 9.30 am - How the Global Pandemic has accelerated DIGITAL PR
Speaker: Mr Jaffri Amin, ASIA-PACIFIC CHAIR, Global Alliance for PR & Communication Management
- 10.30 am - *Morning Break*
- 10.50 am - Digital PR: Brand Communication
Speaker: Ms. Sutapa Bhattacharya, GM Strategic Comm & Branding, TNB
- 12.00 pm - *Lunch Break*
- 2.00 pm - Forum on Digital Public Relations: Breaking Through the Communications Disruptions in today's Pandemic World
- Panelists:
- Datuk Rocky, Vibes Executive Director
 - Dato Seri Ibrahim Abdul Rahman, President IPRM
 - Mr Andy See Teong Leng, Principal Partner & Managing Director, Perspective Strategies, who is also the President of the Public Relations & Communications Association of Malaysia (PRCA Malaysia)
 - Syed Mohammed Idid bin Syed Ahmed Idid, Head of Strategic Stakeholder Engagement, Plus Malaysia Berhad
 - Mr Vijayaratnam Tharumartnam, Director of Group Communications, Proton Holdings Berhad
 - Puan Noor Azila Ahmad, Head of Communications & Advocacy, MyCC
- Moderated by Datuk Yong Soo Heong, Distinguished Fellow MPI
- 4.15 pm - Q & A
- 4.45 pm - Closing
- 5.00 pm - Course end