

presents

2nd International Seminar-Workshop on

bricks & clicks

Public Relations and the New Media



August 4-8, 2008 • Crown Regency Hotel, Makati City, Philippines • 9:00 a.m. to 4:30 p.m.

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.

ADFIAP held a number of PR seminars in several locations in the past that proved useful and well attended. But these were based on brick and mortar concepts. 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.

Objectives

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

Topics

Public Relations.

PR is viewed as the umbrella function that provides the impetus for such disciplines as marketing and advertising to flourish.

Media Relations.

Mechanics of media relations; The "new media" and its requirements for prints and broadcast

Reputation Management.

Developing and maintaining an image

Corporate Social Responsibility.

Relating CSR to company objectives; profits is not enough - it ought to be shared in terms of projects and other initiatives that benefit both the communities around us and the company as well.

Packaging PR Tools (Publications).

What makes a good newsletter, annual report, or internal company publication? using these tools to achieve PR objectives; utilizing the New Media to maximize your company's resources

Handling PR Events (e.g., press conferences).

Do's and Don'ts in mounting PR events; when exactly are they needed

Resource Persons

This 5-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
and avail of Early Bird
and Group DISCOUNTS
Call: (63 2) 816 1672
Email: inquiries@adfiap.org
visit us online at www.adfiap.org
Seminar Investment: US\$1,600/pax
US\$1,800/pax for non-ADFIAP member
(includes meals, training kit and certificate of attendance)

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