

# PR & Marketing Communication Masterclass

How to cut through and stay relevant in today's empowered,  
digital-first marketplace

13th & 14th July 2017  
Kuala Lumpur, Malaysia

## PREREQUISITES

Delegates are required  
to bring their laptop for  
this workshop

## Major Benefits of Attending

By end of this course, delegates will be able to:

- **JOIN-THE-DOTS** of the new media landscape
- **BETTER MANAGE** marketing communication tools
- **GROW** your knowledge on marketing communications
- **DISCOVER** how marketing communications has evolved
- **EXAMINE** what forward-thinking savvy companies are doing today
- **EXPLORE** how businesses grow their profile and influence in the marketplace
- **UPGRADE** own marketing and communication medium for current and future projects
- **LEARN** how to communicate effectively and increase influence with the 'outside world'
- **FORMULATE** current or potential problems potential marketing communication problems
- **PROVIDE** meaningful and insightful contributions on marketing and communication matters
- **UNDERSTAND** how progressive business use new trends of marketing communication tools strategically

## Why you Should Attend?

New and challenging times require companies and organisations to think differently about the way they communicate with the 'outside world'. In this intensive two-day masterclass we 'join the dots' of the new media landscape and examine what forward-thinking savvy companies are doing today to build their brand and their business in today's noisy social age.

Learn how progressive businesses and nonprofits are strategically using social technologies and online publishing platforms to connect and communicate more effectively with their target audience, and in doing so, grow their profile and influence in the marketplace. This masterclass includes and also feature:

- ✓ Case studies and up-to-the-minute examples from large, medium and small brands (including personal brand-based businesses) that bring to life the strategies and tactics that will be discussed and dissected over the two days.
- ✓ Additional exclusive fast-track tips from leading experts on topics such as SEO, Snapchat, Facebook, LinkedIn and Twitter.

## Who Should Attend?

This PR & Marketing Masterclass is aimed at all types of organizations such as large corporations, government agencies, small businesses and non-profit entities. This masterclass intend to benefit CEOs, VPs, Directors, GMs, HODs, Senior Managers and Managers who wish to review and update their marketing platforms strategically from:

- ✓ Marketing
- ✓ Communication
- ✓ Advertising
- ✓ Public Relations
- ✓ Human Resources
- ✓ Sales
- ✓ Business development

Organized by: \_\_\_\_\_



WE SOLVE YOUR PUZZLE