



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Date:
27-28 Feb 2014
5-6 Jun 2014

Course Fees:
S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6411 1623 / 622 / 621

Fax:
6338 8695

410 North Bridge Road
06-00 (S)188726

Mastering Corporate Communications

Why You Should Attend This Course:

This course provides a fast track understanding of the Corporate Communications landscape and the elements involved in developing strategies to promote the work of your organisation. Organisations are usually careful to preserve the sensitivities of their clients and the issues they deal with.

The course will offer tools for anyone involved in corporate communications to deal with the balancing act of promoting the work of the organisation, raising awareness to the issues while being watchful for the well-being of clients. It will cover communications for staff, well-wishers and the public, media planning and strategies, event management, and using the new media for marketing and crisis management.

Upon completion, participants may progress to attend:
Managing Media Relations (2-day) and/or Effective Crisis Management Communications (1-day)

Learning Outcome:

- Have a sound understanding of the general principles governing corporate communications and the role of such a department in any organisation.
- Be aware of the different constituent parts of corporate communications that need to come together to brand the work for the organisation.
- Have increased confidence and inspiration for the development of strategic and creative communication campaigns using new media, the media and events.
- Understand how to integrate corporate communications into the overall strategy of the organisation.
- Have insights into strategies for crisis management.

Course Outline:

- **An introduction to Corporate Communications**
 - Why it is not just PR
 - Constituent Elements of Corporate Communications
 - Role of Corporate Communications in an organisation
 - Strategic Goal-setting for Corporate Communications
 - Organising the department
- **Internal Communications**
 - Target Audience
 - Forms – the Newsletter, e-mail updates, internal meetings
 - Elements of internal communications
- **External Communications**
 - Different Types of Coverage – magazines, news media, new media
 - Elements to external communications
- **Dealing with the Media**
 - Different Forms of News Media
 - The Strategic Approach
 - Press Releases
 - Damage Control
 - Bad PR
- **Organising Events**
 - What is a successful event?
 - PR events and/or Message
 - Dealing with Partners

Course participants will be expected to develop a media strategy at the end of the course. This is an interactive course and participants will be expected to carry out some hands-on tasks.

Who Can Benefit?

For corporate communications, marketing executives/managers and those without much experience in this field. Designed for participants who want an understanding of corporate communications to harness its power for the organisation.

Trainer's Profile:

Braema Mathi has over 15 years of experience dealing with media strategies for the non-profit sector. She has done research on the impact of media, been a journalist and worked in corporate communications, heading a department to build it up. One of her research areas is on multiculturalism within the American community.

As an active volunteer with a few organisations, Braema has drawn up media plans, organised events, managed the internal communications and newsletters. As a journalist she has worked with the non-profit sector to raise awareness to the work and issues whilst working with the VVO to protect clients. As head of corporate communications in a hospital, she helped to brand the hospital with the help of the media. During the SARS crisis the daily updates as part of internal communications helped the staff to remain cohesive and focused during the crisis.

She has conducted organisation development workshops in Malaysia, Phillipines, Thailand and Singapore. She is a regular speaker at seminars and conferences. Braema has worked as a teacher, a journalist, a researcher and is now a consultant, focusing on the non-profit sector. She is conducting training for staff, carrying out research and framing strategies for organisational and programme development.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6338 8695

Register for 3 or more participants and enjoy 5% discount!

| | | | |
|--|--------------------|--|--------------------|
| Mastering Corporate Communications <input type="checkbox"/> 27-28 Feb 2014 <input type="checkbox"/> 5-6 Jun 2014 (9.00am to 5.00pm) S\$780 (subject to 7% GST) Includes lunch & refreshments | | *Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> 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, 410 North Bridge Road #06-00 Singapore 188726 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 6411 1623 / 622 / 621.

**FOR COURSE
ENQUIRIES**

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Singapore 188726