

**KUALA LUMPUR
INTERNATIONAL
PR CONFERENCE**

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14.11.2019 • Renaissance Hotel, Kuala Lumpur


KUALA LUMPUR INTERNATIONAL PR CONFERENCE

PR FACE OFF

FACE 2020 AFTER MEETING THESE PR GURUS

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14 NOVEMBER 2019

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AI & AR IN PR

EFFECTIVE PR TACTICS TO IGNITE
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STAKEHOLDER REACH

GLOBAL CAPABILITY FRAMEWORK
FOR PR & COMMS

COMM RESEARCH IN 2020

BRAND STRATEGY

YOUTH IMPACT

THE EVENT

A MUST- ATTEND EVENT FOR COMMUNICATION LEADERS

The year 2020 will be a milestone in facing global and regional challenges. KLIP is convened to gather PR Gurus, Global Communicators and PR Association Leaders to share their wisdom. Banter with the best communicators. Learn from the best. Face 2020 communication issues and programmes confidently.



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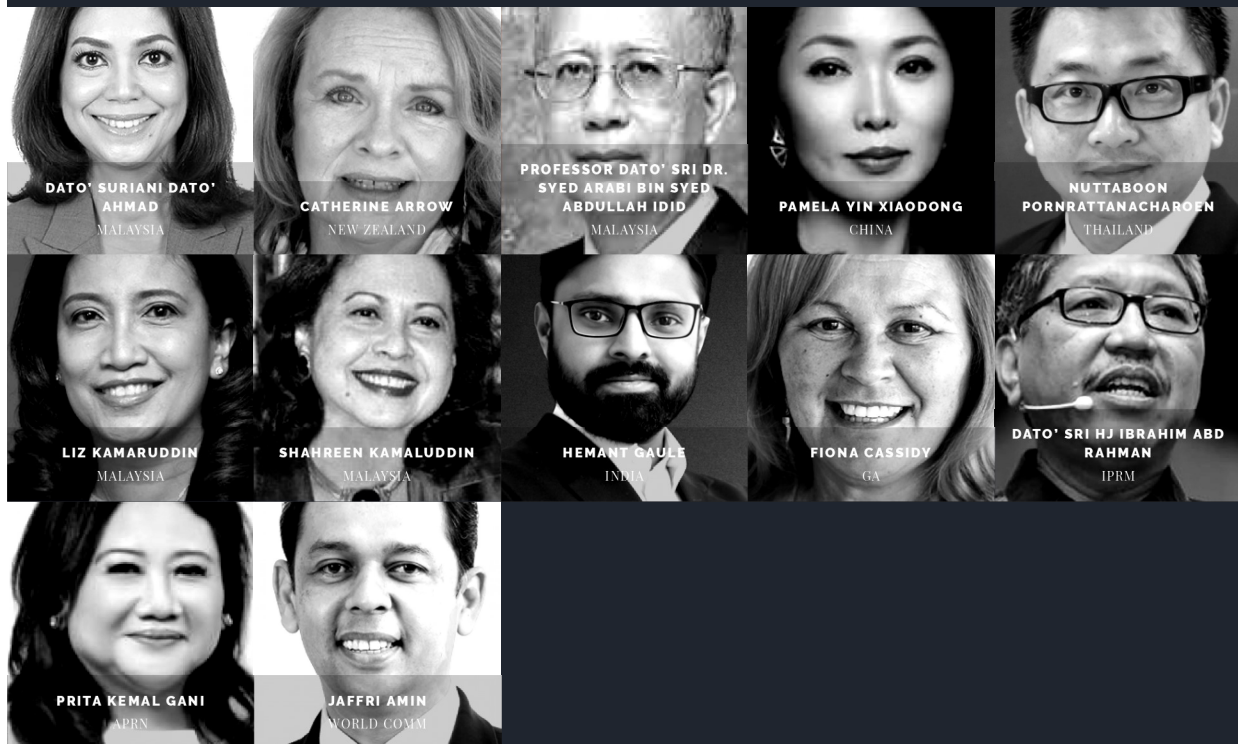
KUALA LUMPUR INTERNATIONAL PR CONFERENCE

OUR PARTNERS



APRN is based in Jakarta, Indonesia and is relatively new as it was established only in June 2014. Since then they have expanded their membership to corporations, PR agencies, Communication institutions and universities, PR National Associations and PR professionals across South East Asia. APRN attained its global recognition when it became a member of the Global Alliance for Public Relations and Communication Management, the confederation of the world's major PR and communication management associations and institutions, representing 160,000 practitioners and academics around the world. The current President of APRN is the Regional Delegate-at-large for Asia.

PR GURUS



"A good PR story is infinitely more effective than a front page ad"

Richard Branson

PROGRAMME

07.30am - REGISTRATION	⌵
08.30am - Opening Remarks by Jaffri Amin, Conference Director	⌵
09.00am - Dato' Sri Haji Ibrahim Abdul Rahman, President of Institute PR Malaysia (IPRM)	⌵
09.30am - Prita Kemal Gani, President of ASEAN PR Network (APRN)	⌵
10.00am - BREAK	⌵
10.30am - Liz Kamaruddin, Managing Director of FTI Consulting	⌵
11.00am - Fiona Cassidy, Former President of Public Relations Institute of New Zealand	⌵
11.30am - Shahreen Kamaluddin, Managing Director of Shahreen Corporate Communications	⌵
12.00pm - Keynote by Dato' Suriani Dato' Ahmad Secretary General of Ministry of Communications and Multimedia Malaysia	⌵
02.00pm - Nuttaboon Pornrattanacharoen, Thailand PR Association	⌵
02.30pm - Professor Dato' Sri Dr. Syed Arabi Bin Syed Abdullah Iddid, Professor in the Department of Communication - IIUM	⌵
BUILDING TRUST IN A WORLD OF FAKE NEWS Far from being just an irritating current issue, fake news challenges the core of our beliefs in the 21st Century. Professor Dato' Sri Dr. Syed Arabi looks at ways out if the damage.	
03.00pm - Hemant Gaule, Dean of Academics at The School of Communications and Reputation, India	⌵
03.30pm - Gracie Veronica Geikie, Former Chief Executive Officer of Sarawak Tourism Board	⌵
04.00pm - Pamela Yin Xiaodong, China Founder of 17PR.com, President of PRGC, China	⌵
04.30pm - Catherine Arrow, Executive Director at PR Knowledge Hub	⌵
5.00pm - END	⌵

*Note: The above programme is correct at the time of printing. Any changes in programme, title and/or speakers will not impact the theme of topics proposed. These will be maintained wherever possible. Thank you.