


**Fwd: INVITATION AS A SPEAKER TO PR LECTURE SERIES (PROPER INVITATION)**

SYED ARABI BIN SYED ABDULLAH IDID Idid <sarabidid@iium.edu.my>  
To: Tini Wakichan <tiniwakichan@gmail.com>

Mon, Jun 14, 2021 at 11:18 PM

----- Forwarded message -----

From: **IPRMSA IIUM** <[iprmsaiium.org@gmail.com](mailto:iprmsaiium.org@gmail.com)>  
Date: Mon, 14 Jun 2021, 22:04  
Subject: INVITATION AS A SPEAKER TO PR LECTURE SERIES (PROPER INVITATION)  
To: SYED ARABI BIN SYED ABDULLAH IDID Idid <[sarabidid@iium.edu.my](mailto:sarabidid@iium.edu.my)>

Assalamualaikum Wbt.,  
Dear Prof. Dr. Syed Arabi bin Syed Abdullah Idid,

The Institute of Public Relations Malaysia Student Association (IPRMSA)- IIUM Chapter is pleased to invite you as one of our panelists for a PR Lecture Series this semester. The theme of the PR Lecture Series is “**PR readiness in facing a volatile, uncertain, complex and ambiguous environment**”. Among the objectives of this event are :

- a. to explore how PR strategies have changed in the midst of the public health crisis,
- b. to gain insight from PR practitioners or scholars on the impact of COVID-19 on the PR industry
- c. to discuss PR readiness in navigating a volatile, uncertain, complex and ambiguous (VUCA) environment in the post-pandemic.

Hence, we would be honored to invite you to share your experience in this session. The details of the event are as follow:

**Date:** 17th July 2021(Saturday)

**Time:** 10:00AM - 11:30AM

**Venue:** google meet

Should you have any inquiries, please do not hesitate to contact us at +6011-35681183 (Ms.Ainun) or through our email: [iprmsaiium.org@gmail.com](mailto:iprmsaiium.org@gmail.com).

The invitation card and program tentative are enclosed for your reference- We look forward to receiving a favorable reply from you.

**TENTATIVE PROGRAM**

**Date** : 17th July 2021

**Time** : 10:00 AM - 11:30 AM

**Venue** : Google Meet

Time	Agenda
10:00 AM	The arrival of speakers and guests
10:05 AM	Recitation of Dua Opening remark by PM / President of IPRMSA IIUM Chapter
10:15 AM	Start of sharing session
11:15 AM	End of the sharing session
11:30 AM	Q&A Session Photography session

Regards,

Ainun Marthiah

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**Ainun Marthiah binti Mohd Asri,**

Public Relation,

PR Lecture Series,

IPRMSA-IIUM CHAPTER

Semester 2, 2020/21

Prof.Dr. Syed Arabi.jpeg  
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