

Presented by:



# THE MALAYSIA PUBLIC RELATIONS SUMMIT 2019

11 JULY 2019 (THURSDAY) | SIME DARBY CONVENTION CENTRE, KUALA LUMPUR

TIME	AGENDA
8.30am	Registration
9.15am	Welcome Remarks & Keynote Speech
<b><u>SESSION 1</u></b> <b><i>Navigating Communications in "Malaysia Baru": Building Reputation at the Grassroots</i></b>	
10:00am	<b>PANEL DISCUSSION 1:</b> <b>"THE BANGSAR TRAP: Effective Grassroots Communication"</b>
11.15am	<i>Coffee Break</i>
11.30am	<b>CASE STUDY 1</b> <b>Becoming the Brand of Choice: Winning the Hearts and Minds of Malaysians</b>
12.15pm	<b>LUNCH</b>
<b><u>SESSION 2</u></b> <b><i>The New Challenge for PR: Digital Literacy and Fake News</i></b>	
2.00pm	<b>CASE STUDY 2</b> Winning Trust: The Language of the Digital Natives
2.45pm	<b>PANEL DISCUSSION 2:</b> Building Reputation: Trust Deficit in the World of Fake News
4.00pm	<i>Coffee Break</i>
<b><u>SESSION 3</u></b> <b><i>The Media's Perspective: Regaining Reputation and Embracing the Age of Change</i></b>	
4.15pm	<b>PANEL DISCUSSION 3:</b> <b>"The Changing Media Landscape: Opportunity or Doomsday?"</b>
5.30pm	<b>Closing Remarks</b>
5.45pm	<b>END</b>

Note: The Conference Programme is not Final and is subjected to possible changes at the discretion of the organizers.

Updated as of March 2019.