

# CORPORATE COMMUNICATION WORKSHOP

STRATEGIES FOR  
ORGANIZATIONAL EXCELLENCE



AT WYNDHAM ACMAR

25TH & 26TH  
FEB 2025

By **APEX MASTERY ACADEMY**



**HRDC CLAIMABLE**



## PROGRAM RATIONALE

As organizations evolve in an increasingly complex and digitalized world, the role of communication has shifted from a supporting function to a critical driver of business success. This advanced training program aims to bridge the gap between communication professionals and executive leadership by equipping them with the tools and strategies to build a dominant coalition within management, align communication with business objectives and master crisis and media relations in high-stakes environments.

In addition to mastering traditional communication skills, participants will also explore the rapidly changing digital landscape, where artificial intelligence (AI) plays an increasingly significant role in shaping communication strategies. With AI, communication professionals can enhance efficiency and precision in content creation, audience targeting, and real-time feedback analysis. Furthermore, understanding and developing strategies to combat misinformation will be critical for preserving organizational trust, especially in times of crisis, and ensuring that communication efforts remain transparent, credible, and effective in both digital and traditional media spheres.

## COURSE OBJECTIVE

This program is designed to **enhance the strategic capabilities of experienced communication professionals** by deepening their understanding of how to **integrate communication functions into management decisions, strengthen their crisis management skills, build robust media relations, and leverage new technologies like AI** to create impactful communication campaigns. In addition, participants will also learn how to navigate the challenges posed by the digital era, such as **managing communication across multiple platforms, while adapting to evolving stakeholder expectations**. The program will empower communication leaders to demonstrate the value of communication strategies in driving business success.



Successfully completed workshop on **24th & 25th Sept**,  
Wyndham Acmar with our trainer, En. Abdul Latiff



## **WHO SHOULD ATTEND:**

This workshop is ideal for corporate communication department, including Chief Communication Officers, Corporate Communication Directors, Public Relations executives, Crisis Management Specialists, Media Relations Officers, and Corporate Affairs Executives. It's particularly suited for those responsible for overseeing high-stakes communications in fast-paced environments and who want to align communication strategies with broader business goals. Additionally, professionals such as Spokespersons, Marketing and Brand Managers, and Reputation Management Consultants will benefit from the insights especially media engagement and modern communication.

## **PROGRAMME OUTCOME**

### **1. Strategic Communication Alignment:**

- Align communication strategies with organizational goals.
- Demonstrate the ROI of communication efforts to executive leadership.

### **2. Crisis Communication Mastery:**

- Prepare for and manage unforeseen crises with confidence.
- Implement effective real-time responses to safeguard the organization's reputation.

### **3. Media Relations Strengthening:**

- Build and sustain strong, positive relationships with the media.
- Shape narratives to influence media coverage during crises and beyond.

### **4. Stakeholder Trust and Communication Evaluation:**

- Continuously assess communication effectiveness and refine approaches.
- Build and maintain public trust through clear and consistent messaging.

### **5. Advanced Storytelling with AI:**

- Leverage AI tools for content creation and storytelling.
- Enhance communication efficiency and effectiveness across platforms.



# COURSE OUTLINE

## DAY 1

Time	Module	Topics & Subtopics (With Specifications)
9.00am to 10.15am	Welcome & Overview	<p><b><u>Advanced Corporate Communication: Setting the Context</u></b></p> <p>Opening remarks, overview of the communication landscape, and program objectives.</p> <ul style="list-style-type: none"> <li>• The development of media organizations in the country.</li> <li>• Understanding of new media platforms and its reach on society.</li> </ul>
<b>Coffee Break</b>		
	<b>Achieving a Dominant Coalition with Management</b>	<p><b><u>Why Communication is a Critical Management Function?</u></b></p> <p>Importance of communication in business success, positioning communication as a core driver of organizational outcomes.</p> <ul style="list-style-type: none"> <li>• What is effective communication &amp; its impact.</li> <li>• The cost of ineffective communication</li> <li>• Communication as a strategic business function.</li> <li>• Leveraging communication for organizational change.</li> <li>• Measuring the impact of communication.</li> </ul>
10.30am to 1.00pm	<b>Aligning Communication with Organizational Goals</b>	<p><b><u>Building Influence with Management through Communication Strategies.</u></b></p> <p>Strategies for aligning communication with business goals.</p> <p>Understanding Business Goals:</p> <ul style="list-style-type: none"> <li>• Identifying key business objectives</li> <li>• Analysing the role of communication in achieving these goals</li> </ul> <p>Developing a Communication Strategy:</p> <ul style="list-style-type: none"> <li>• Conducting a communication audit</li> <li>• Defining target audiences and key messages</li> <li>• Creating a communication plan</li> <li>• Setting measurable communication goals</li> </ul> <p>Integrating Communication into Business Processes:</p> <ul style="list-style-type: none"> <li>• Embedding communication into daily operations</li> <li>• Aligning communication with project management and decision-making processes</li> </ul> <p><b><u>Demonstrating ROI, and building regular communication with leadership.</u></b></p> <p>Measuring Communication Effectiveness:</p> <ul style="list-style-type: none"> <li>• Key performance indicators (KPIs) for communication</li> <li>• Tracking and analysing communication metrics</li> </ul> <p>Calculating the ROI of Communication Initiatives:</p> <ul style="list-style-type: none"> <li>• Identifying tangible and intangible benefits</li> <li>• Quantifying the impact of communication on business outcomes</li> </ul> <p>Building a Business Case for Communication:</p> <ul style="list-style-type: none"> <li>• Developing persuasive arguments</li> <li>• Presenting data-driven insights to leadership</li> </ul>



## DAY 1

### Lunch Break

2.00pm to 3.30pm	Crisis Communication Mastery	<p><b><u>Managing High-stakes Crises and Complex Scenarios.</u></b> Techniques in crisis simulation, proactive planning, and real-time crisis response.</p> <p>Crisis Communication Fundamentals</p> <ul style="list-style-type: none"> <li>• Defining a Crisis</li> <li>• The Impact of a Crisis</li> <li>• Key Principles of Crisis Communication</li> </ul> <p>Proactive Crisis Planning</p> <ul style="list-style-type: none"> <li>• Crisis Comm Team</li> <li>• Crisis Comm Plan</li> <li>• Crisis Comm Training</li> </ul> <p>Crisis Simulation Exercises</p> <ul style="list-style-type: none"> <li>• Tabletop Exercises</li> <li>• Functional Exercises</li> <li>• Full Scale Exercises</li> </ul>
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### Coffee Break

3.45pm to 5.00pm	Strategic Media Relations	<p><b><u>Media Engagement &amp; Crisis Media Handling – Managing media effectively during crises and high-pressure situations.</u></b></p> <p>Techniques for shaping narratives and building media partnerships.</p> <p>Writing for the Media &amp; Working with the Media</p> <ul style="list-style-type: none"> <li>• The 5Ws and 1H</li> <li>• The Inverted Pyramid Model</li> <li>• Pitching stories effectively and media interviews</li> <li>• Treating the media fairly and professionally</li> <li>• Exclusivity vs general news distributions</li> <li>• Building rapport with the media</li> <li>• No gift policy</li> </ul> <p><b>Working with management to ensure unified messaging across media platforms.</b></p> <p>The use of Key Messages</p> <ul style="list-style-type: none"> <li>• Identification and development of key messages</li> <li>• Maximising the use of media platforms</li> </ul>
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## DAY 2

Time	Module	Topics & Subtopics (With Specifications)
9.00am to 10.15am	High-Impact Content Creation	<p><u>Crafting Compelling Stories that align with Business Goals and using storytelling to convey complex business strategies to stakeholders and media.</u></p> <ul style="list-style-type: none"> <li>Advanced storytelling techniques to develop content that supports organizational objectives.</li> <li>Leveraging digital platforms to amplify key messages. <ul style="list-style-type: none"> <li>Building the brand through storytelling</li> <li>The use of storytelling worksheet for effective messaging</li> </ul> </li> </ul>
<b>Coffee Break</b>		
10.30am to 1.00pm	Advanced Strategic Communication Planning	<p><u>Developing and Executing High-Impact Communication Strategies</u></p> <ul style="list-style-type: none"> <li>Applying advanced frameworks (e.g., RACE model) to develop impactful communication plans.</li> <li>Real-life case studies of strategic communication planning in action.</li> </ul>
<b>Lunch Break</b>		
2.00pm to 3.30pm	AI-Driven Communication Innovation	<p><u>Smart Use of AI for Communication Efficiency</u></p> <ul style="list-style-type: none"> <li>Best practices for implementing AI-driven tools, case studies on AI in PR and communication management.</li> </ul>
<b>Coffee Break</b>		
3.45pm to 5.00pm	Advanced Wrap Up & Key Insights	<p><u>Key Takeaways, Final Reflections, and Q&amp;A</u></p> <ul style="list-style-type: none"> <li>Program recap, final discussions, Q&amp;A, and certificate presentation.</li> </ul>



## **ABDUL LATIFF BIN PUTEH, MIPR, APR PAST PRESIDENT OF IABC**

### **30 Years of Experience:**

**Public Relations,  
Marketing and Advertising, Publication,  
Customer Service, Training and Teaching**

Abdul Latiff bin Puteh is a dynamic and self-motivated professional with over 30 years of leadership experience across various domains including Public Relations, Marketing, Advertising, and Customer Service. Currently serving as the Immediate Past President of the International Association of Business Communicators (IABC), Malaysian Chapter, Abdul Latiff possesses a proven track record of leading teams ranging from five to 30 employees in different organizations.

As the Founder of White & Associates, a consultancy firm specializing in Public Relations and Strategic Communication, Abdul Latiff demonstrates his leadership acumen by spearheading initiatives that drive organizational growth and success. His ability to inspire and motivate teams has been instrumental in achieving key milestones and fostering a culture of excellence within his teams. He was also a judge for the 2023 and 2024 IABC Edmonton's Capital Awards.

In his previous role as Vice President/Head of Group Strategic Communication at SME Bank, Abdul Latiff showcased exceptional leadership in managing diverse functions including Media Relations, Crisis Management, Corporate Responsibility, Content Creation, Corporate Publications, Stakeholder Management and Marketing Communications. His strategic vision and decisive leadership have been pivotal in steering the organization towards achieving its objectives and enhancing its reputation in the industry.

Abdul Latiff's leadership extends beyond traditional boundaries as evidenced by his involvement in initiatives such as Culture Transformation Projects, Change Management, national level social protection program (life insurance) where he played a pivotal role in aligning organizational values and fostering a cohesive work environment. His ability to communicate effectively, coupled with his strategic foresight, makes him a valuable asset in any endeavors he is involved in.

## **EDUCATION**

**HRDC Certified Trainer ---**

**Diploma in Professional Translation (Communication), DBP & Malaysian Translators Association ---**

**Master Degree in Mass Communication (UiTM), Shah Alam, Selangor ---**

**Diploma in Mass Communication (Public Relations), Institut Teknologi Mara (ITM) ---  
(Equivalent to a Bachelor's Degree)**

**TRAINER  
PROFILE**



# CAREER HISTORY

## JANUARY 2023 – PRESENT : WHITE & ASSOCIATES (FOUNDER)

A consultancy firm specializing in Public Relations / Strategic Communication functions and training. A speaker in strategic communication and certified trainer with HRDC. Area of expertise include corporate and media writing, effective communication, strategic communication, motivation, supervisory excellence, leadership, change management and customer service.

## MID MAY 2014 – JANUARY 2023 : VICE PRESIDENT / HEAD GROUP STRATEGIC COMMUNICATION SME BANK (Promoted from AVP to VP in 2019)

### Public Relations

During this period, responsibilities included strategizing and executing media campaigns to enhance SME Bank's image beyond its financing functions. Involved in media management and external stakeholder communication, notably managing a Facebook hacking incident. Planned and executed corporate responsibility programs aligned with business goals, such as the Y-Biz Challenge for secondary schools and entrepreneur development programs for the B40 community nationwide. Oversaw the publication of the bank's Annual Integrated Report, which won awards for sustainability reporting, and produced the SUKSES TV program highlighting successful entrepreneurs.

### Advertising, Promotions, and Online Communication

Handled the planning and execution of advertising and promotion strategies to raise awareness and market the bank's products and services. Managed social media platforms, the corporate website, campaign websites, and the mobile application. This work earned SME Bank the Special Award for Best Website in 2016 from the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP). Developed various corporate content, including in-house videos and designs.

### Customer Service Management (June 2020 to January 2021)

Managed the Customer Service Department, overseeing the call center and complaint unit. Executed the yearly Customer Satisfaction Index survey to maintain high standards of customer service.

### Corporate Relations

Responsible for planning and executing corporate events, managing corporate visits by external parties, and assisting the Employee Relations Department with internal communications. Additionally, managed the department's daily operations and controlled expenses.

### Additional Responsibilities

Played a significant role in the bank's Culture Transformation Project, aimed at ensuring employees internalized the bank's new corporate branding and philosophy. Ensured that the strategic communication efforts supported the bank's overall business goals, contributing to its reputation and growth.





# ATTENDEE'S FEEDBACK

Our recently conducted Strategic Communication program has garnered highly positive feedback from participants, highlighting the value of both the content and the delivery. Here's what they had to say:

## Chief Relations Officer, AMACC

- "The knowledge I gained can be directly applied in the real world, which makes this training incredibly valuable."

## Corporate Communication Manager, FELDA

- "The modules were attractive, and the trainer was highly experienced in the field, making the content even more engaging."

## Corporate Communication Asst. Manager, KO-OP SAHABAT

- "The trainer shared real-life experiences, which were very helpful and added practical insights to the learning."

## Corporate Communication Asst. Manager, NAFAS

- "The session was highly interactive, and the trainer maintained a lively and engaging learning atmosphere throughout the entire course."

## Corporate Communication Executive, PROKHAS

- "The content was clear and easy to understand, making complex topics approachable".

## Corporate Communication Executive, NAFAS

- "I was exposed to new knowledge and practices that I can bring back to my role."

## Human Resources Executive, YTC Precast

- "I appreciate the focus on both internal and external communications, which gave me a well-rounded understanding".



## COURSE REGISTRATION FORM

### **ADVANCED CORPORATE COMMUNICATION**

**Date: 25th & 26th FEB 2025**

**\*FULLY HRDC CLAIMABLE\***

Participation Fee Details (2 Days Workshop)

**NORMAL PRICE : RM 1,800 / pax**

**≥ 3 participants : RM 1,500 / pax**  
(SPECIAL PROMO)

#### **PAYMENT METHOD**

**If by Direct Transfer:**

All bank charges are to be borne by the payor. Please ensure that Apex Mastery Academy receives the full invoiced amount. Upon receipt of proof of payment to Apex Mastery Academy, payment will be confirmed.

**\*Contact us directly for Banking details.**

**To register for the course, email this whole page to**

Email: **ratnesh@apexmasteryacademy.com**

Tel: **011-26891491 (Call / Whatsapp)**  
**014-6211409 (Call / Whatsapp)**

Official Website: **www.apexmasteryacademy.com**

#### **Booking Condition**

1. Registrations will be confirmed upon receipt of your completed registration form.

2. Full payment must be made before the date of the conference.

3. If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegates at least 5 working days prior to the conference/workshop. Alternatively, your registrations can be credited to future events within the next 6 months.

4. Cancellations must be in writing by email at least 2 weeks before the event. Regrettably, no refund can be made less than 2 weeks before the event and the amount will remain paid above in full. However, a complete set of training notes will be given.

5. All trainers and topics are correct at the time of printing. Apex Mastery Academy reserves the right to substitute trainers and cancel or alter the content and timing of the programme for reasons beyond its control.

#### **Organisation details**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

HP Num: \_\_\_\_\_ Fax Num: \_\_\_\_\_

#### **Delegate details**

1.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

HP Num: \_\_\_\_\_

IC Num: \_\_\_\_\_

2.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

HP Num: \_\_\_\_\_

IC Num: \_\_\_\_\_

3.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

HP Num: \_\_\_\_\_

IC Num: \_\_\_\_\_

4.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

HP Num: \_\_\_\_\_

IC Num: \_\_\_\_\_

#### **Authorization**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

HP Num: \_\_\_\_\_ Tel Num: \_\_\_\_\_

Signature: \_\_\_\_\_

#### **Invoice**

This invoice should be directed to

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Tel Num: \_\_\_\_\_

#### **For office use only**

Sales Consultant : **PUVARATNESH**

Date received : \_\_\_\_\_

Verified by : \_\_\_\_\_