



First Select

Effective Public Relations

Date	Venues	(\$)Fees	Book your seat
28 Dec -01 Jan 2026	Kuala Lumpur	3300	Register Now

Objectives:

By the end of the program, participants will be able to:

- To develop personal skills in dealing with different personality types of guests in different situation
- Useful business etiquette information to help participants achieve their goals while improving their job performance
- Meet & Greet important people in a proper manner
- Behave & dress correctly in both business & social occasions
- Maintain effective verbal/nonverbal communication skills
- Represent the organization at various functions
- Organize & manage events such as business luncheons and formal dinners
- Deal successfully with the Media
- To polish and upgrade key communication skills and techniques that are essential for performing the public relations, and administrative/supervisory duties.
- 10. Develop a better understanding of how to communicate effectively with the internal and external 'public' of the organization.

Who should attend?

Officers/supervisors in the areas of public affairs (public/ government/ customer relations); personnel; marketing; training; administration; employee information.

Course Outline:

Business Etiquette

Qualities of the ideal escort/host

- Tips to Gain our Guest's Respect

Communication

- Barriers to Effective Communication
- Overcoming Barriers to Communication
- Positive/Negative Body Language
- The Art of Listening
- The Order of Priority

- Listening Problems
- How to Be a Bad Listener!
- Verbal/Nonverbal Behavior
- Non-Verbal Components of Behavior Styles
- How To Cultivate An Agreeable Speech
- Steps to Improve your Communication Style
- How to encourage "Feed Back"

P R Supervisors as Communicators and Team-Builders

- Your Leadership Style as a Communicator

Dealing with the Guest Complaints

- Difficult Personality Types of Guests
- Coping With the Cultural Difference

Speaking On the Phone


- Common Speech Mistakes
- How to take telephone messages effectively
- Getting appointments on the phone
- Using the Voice Effectively
- Planning Phone Calls

Dress for Success

- Business Dress Code (Female/Male)
- Power Dressing
- Basic Do's & Don'ts

WORKSHOP STYLE:

A mixture of short presentations, interactive discussion, individual exercises and group work. The emphasis throughout is on a practical approach using case material and examples.

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