

## SpeakEasy 2009

Greetings from PRCA Malaysia!

Giving a talk or a slide show presentation may not sound much of a thrill to you, but to do it under 5 minutes is.

If you've been looking for a platform to share your thoughts and ideas about a topic of human interest and think you can do it in less than 5 minutes, then here's your chance.

Following the previous chapter of SpeakEasy with Nurul Izzah Anwar and Hannah Yeoh, we are pleased to welcome young PR practitioners including PRCA Malaysia members who wish to enhance their PR skills and share their thoughts on topics of topical interest by using the **Pecha Kucha** format.

### **WHAT IS PECHA KUCHA?**

**Pecha Kucha** is devised by Astrid Klein and Mark Dytham, a new format of presenting an idea by only using 20 or less slides in less than 5 minutes. This format keeps presentations very concise in order to encourage audience attention. The name Pecha Kucha is taken from a Japanese term for the sound of conversation ("chit-chat").

Apart from the experience speaking in front of an audience, candidates will also be able to learn how to focus on their messages and length of presentation. Not to forget, this also gives candidates networking opportunities.

Candidates have an option to talk about any subject of interest or relevant to the PR industry covering the following topics.

1. Fake Media – How Do We Identify And Deal With Them
2. New Media – Going Beyond The Traditional Media
3. CSR Initiatives – A Creative Idea (instead of the usual donations to under privileged homes)
4. Cost effective PR ideas during challenging times

5. Managing difficult journalists – My experience
6. Personal grooming and dining etiquette (dressing, etiquette, etc)

To those who do not want to participate as a presenter but are interested to join in the session are most welcome to come.

Details of the session are as follows:

<b>Date</b>	<b>: 25 June 2009 (Thursday)</b>
<b>Time</b>	<b>: 5.30pm – 7.00pm</b>
<b>Venue</b>	<b>: Royal Commonwealth Society No 4, Jalan Birah Damansara Heights</b>
<b>Admission Fee</b>	<b>: RM40 for non PRCA members RM30 for PRCA members (fee is inclusive of refreshments)</b>

For further details, kindly contact

Aadila : 019-364 8292; [aadila.azemi@my.mslworldwide.com](mailto:aadila.azemi@my.mslworldwide.com)

Melissa : 03-2287 6700; [melissa@ming-kh.com.my](mailto:melissa@ming-kh.com.my)

### ***About SpeakEasy***

*SpeakEasy is aimed at providing young consultants with an avenue to network, exchange views and learn more about the wider world of Public Relations. This initiative will feature a string of events with various speakers from Public Relations and also beyond our industry.*

---

## **PR Leadership Series: Update**

The association in collaboration with The Star presented a talk on ***Economics, Markets, Companies and the Global Crisis of Confidence: Building Reputation from the Bottom Up*** by Mr Peter Verrengia, President and Senior Partner of Communications Consulting Worldwide, the multidisciplinary global consulting unit of Fleishman-Hillard, one of the world's leading international communications firm.

Over 40 people attended the talk on 12 May 2009. The talk, which is part of PRCA Malaysia's PR Leadership Series, was held at The Star's Cyberitorium. In his keynote speech, Mr Verrengia spoke on why reputation continues to matter, the concept of reputational capital and risk, steps to rebuild or protect reputation, and reputation recovery traps to avoid.

---

## Reminder: Website sponsorship

All members are encouraged to seek sponsors for our website. Sponsors will be charged an annual fee of RM300 for a basic website advertisement (company name, telephone, fax and email address only) and RM500 for premium website advertisement (logo, descriptor of no more than 300 words, hyperlink and address of advertiser). Please contact the Secretariat should you require more information.

---

Contact PRCA Malaysia via e-mail at [secretariat@prcamalaysia.org](mailto:secretariat@prcamalaysia.org) or visit our website for the latest news: <http://www.prcamalaysia.org>

---