

Workshop on Conflict Management for PR Managers

You enjoy PR consulting. If only there were no unreasonable clients, difficult media, demanding bosses, young upstart juniors or pushy business associates!

But such people exist. And they are frustrating.

They challenge your expertise, back-out on an agreement, question your integrity, expect unrealistic results, demand constant attention, misrepresent you, tell half-truths, miss deadlines etc.

Yet you must learn how to address conflicts with different stakeholders and resolve it professionally. Once you manage day-to-day conflicts, you would be on a faster career track. This Managers' Workshop will set you on this path.

Workshop facilitators Mei Ling and Ming will help you assess the type of conflict manager you are. Discuss steps to resolve conflict and how you would communicate in a conflict situation. Work through scenarios and learn from the experiences industry colleagues.

CONFLICT MANAGEMENT FOR PR MANAGERS

- ✓ What is conflict management?
- ✓ Types of conflict managers
- ✓ Conflict management styles
- ✓ Steps to resolve conflict
- ✓ Resolving conflict through communication

**Open only to PRCA corporate members • Only two seats per consultancy
Limited to 20 seats to ensure optimum participation**

- To qualify, you must have at least 5 years in public relations – whether in-house or in consulting and have been in a managerial position for at least a year.
- Once you are selected by your consultancy to attend this workshop, please must send in a synopsis (no more than 400 words) of a conflict situation you have encountered at work, whether with a client, co-worker, media or business associate, and how you managed to resolve it.

Please email your synopsis to meiling.yeow@text100.com.my and ming@ming-kh.com.my by **July 20**,

2009. Successful participants will be notified via email by July 30, 2009. When sending your synopsis, please provide the following details:

Name:	
Agency:	
Current position held:	
Duration at current level (months/years):	
Contact number / email address:	

WORKSHOP ON CONFLICT MANAGEMENT FOR PR MANAGERS

Date: August 19, 2009
Time: 8.30pm – 5.00pm
Venue: Boulevard Hotel, Mid Valley City

You will need to bring along a notebook computer and a thumb drive.

Cost of the workshop: RM500 per person with lunch provided.

*Once notified, to secure your seat in the workshop, please make a cheque out to **Public Relations Consultants' Association of Malaysia** and send to Ming, KH & Associates Sdn Bhd, Suite 9-7 (Unit 9, Level 7), Boulevard Offices, Mid Valley City, Lingkaran Syed Putra, 59200 K.L. (Attn: Lee Tang Ching.)*

Asia Pacific PR Awards

Members are encouraged to submit entries for the Asia Pacific PR Awards against which the Malaysia PR Awards are modelled. The entry kit is enclosed with this newsletter.

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