

PR Leadership Series: Adventures with Social Media – Lessons from Asia’s Internet

Social media applications have become a staple for many organizations to get connected with their stakeholders. While most look to the West for guidance, many does not realize that Asia is home to some of the world’s most advanced Internet and mobile phone markets, and offers a stunning array of social media applications across many diverse economies and cultures.

The Asian internet market reveals great diversity in terms of culture and language as well as internet access, on-line destinations, netizen behaviours and government regulations. These factors make the Asian internet landscape a great territory to discover the best social media practices.

The PR Leadership Series by PRCA Malaysia, in collaboration with The Star, once again explores the social media landscape with a presentation entitled ***‘Adventures with Social Media – Lessons from Asia’s Internet’*** which will be presented by Dr Michael Netzley, Associate Professor of Corporate Communication Practice, Singapore Management University.

In this presentation, Dr Netzley will share five digital media stories from Asia. The stories reveal both the potential and pitfalls of Asia’s Internet, and invite participants to reflect on Internet markets which can differ measurably from those in the West. Dr Netzley will use examples from South Korea, China and from emerging markets such as Malaysia and Vietnam to illustrate the increased range of options communicators now have for engaging on-line communities.

The Presentation will also have Mr Niki Cheong from The Star who will speak on his experience of using Twitter as a form of communication. Entitled ***‘Confessions of a Twitter Addict’***, Niki’s presentation will give an insight into his experience on using Twitter as a form of interaction and communication. He will later join Dr Netzley and will a panel of Social Media practitioners to answer any questions after his session.

The presentation will be held on **Friday, 4 September 2009, 9.30 am**, at The Star’s Auditorium, Menara Star, 15 Jalan 16/11, 46350 Petaling Jaya.

Entrance fee for the Forum is RM30 for PRCA Malaysia members and RM50 for non-PRCA Malaysia members. Corporate Members of PRCA Malaysia may register 10 consultants and/or guests at members' rate.

About the Presenters

Dr Michael Netzley

Dr Netzley's teaching as well as research and case-writing interest focuses on managing corporate reputation and digital media across Asia. Outside of the academia, Dr Netzley remains busy as the founder of Podcamp Singapore, a social media unconference.

He is an active speaker in the area of social media and has been invited to speak at various PR and social media conferences around Asia-Pacific. Dr Netzley also serves as a consultant for companies such as 3M, US Bancorp, Shell, Chevron, Key Bank, National Healthcare Group (Singapore), Singapore's Central Provident Fund, and Bosnalijek Pharmaceutical (Bosnia).

Dr Netzley blogs at *CommunicateAsia*, maintains the *PR and Social Media Across Asia* wiki and is a weekly correspondent to the *For Immediate Release* podcast.

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Mr Niki Cheong

Niki Cheong is a full-time journalist with The Star, part-time theatre practitioner and self-confessed eternal child. He is also known as 'The Bangsar Boy', in reference to his fortnightly column in The Star. Niki recently came in second in Mr Twitter Malaysia and is currently in the running for Ultimate Mr Twitter World. He also blogs at www.nikicheong.com

For more information on this talk, please contact Ong Gaik Hong or Ida Zarina Faiz of Maverick Communications at 03-62071558 or email to secretariat@prcamalaysia.org.

About PRCA Malaysia's PR Leadership Series

PRCA Malaysia's PR Leadership Series is one of the Association's initiatives featuring leading professionals from the public relations and other communications fields. It aims to inform and engage communications professionals as well as interested members of the public on the trends and developments in the evolving PR and communications environment.

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