



Join **global alliance**  
this April as we celebrate our

**EDUCATION, TRAINING & DEVELOPMENT Month 2022**

## 24 - HOUR PR PROGRAMMES

24 HOURLY VIDEO MARATHON from 5pm 31<sup>st</sup> March 2022 (GMT) until 5pm 1<sup>st</sup> April 2022 presented from our Kuala Lumpur Office.

05:00 PM GMT LONDON TIME  
THURSDAY, 31<sup>ST</sup> MARCH 2022

12:00 AM KUALA LUMPUR TIME  
FRIDAY, 1<sup>ST</sup> APRIL 2022

Opening Remarks by **Jaffri Amin Osman** - Chair of the Education, Training & Development Month - April 2022, Chair of the Global Alliance Regional Council Asia Pacific, Vice President of Institute Public Relations Malaysia. This will be followed by:

Topic : **SQUID GAME, ANYONE? EXPLOSIVE IMPACTS THROUGH THE PRISM OF K-CULTURE AND BRAND**

Presenter : **Ambassador Kim Chang Beom** - Co-Founder & Advisor, Center for Strategic and Cultural Studies, South Korea

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Topic : **AI AI CAPTAIN! AI LEADERSHIP IN COMMUNICATION**

Presenter : **Jai Bahal** - Founder @ Navic and Faculty Member of School Of Communications & Reputation (Score), India

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Topic : **LEADING THE MENTAL HEALTH CONVERSATION**

Presenter : **Annie Hayward** - Victorian President of PRIA and Executive Director of IRS  
**Mitch Wallis** - CEO and Founder of Heart on My Sleeve  
**Jenny Muir** - Principal Adviser, Engagement and Communication at the National Mental Health Commission  
**Brett Reardon** - Head of Brand, Marketing & Communications, Headspace

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Topic : **DEEP SOCIAL INTELLIGENCE - FINDING THE STORY IN THE DATA**

Presenter : **Taylor Blackburn** - Media Relations Lead, Finder  
**Joanna Arnold** - Chief Executive Officer, Access Intelligence

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Topic : **SAY YOU. SAY ME. HOW DIGITAL PR TACTICS ACCENTUATE A BRAND'S PRESENCE**

Presenter : **Dr. Jasmine Begum** - Director of Legal, Corporate & Government Affairs for Microsoft ASEAN and New Markets, Malaysia

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Topic : **INDUSTRY VOICES ENCOURAGING DIVERSITY IN COMMUNICATIONS AGENCIES (SUSIE KHAMIS, MAUREEN TAYLOR, KAYE CHAN, DAVID WALLER AND TREENA CLARK)**

Presenter : **Associate Professor Susie Khamis** - UTS School of Communication  
**Professor Maureen Taylor** - UTS School of Communication  
**Associate Professor David Waller** - UTS Business School  
**Dr. Kaye Chan** - UTS Business School  
**Dr. Teena Clark** - Centre for the Advancement of Indigenous Knowledges [CAIK], UTS  
**Associate Professor Robert Gill**, Swinburne University of Technology

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Topic : **ARTIFICIAL INTELLIGENCE, ETHICS, AND ONLINE SHOPPING**

Presenter : **Ib T. Gulbrandsen**  
Associate Professor and Director of Digital Media Lab at The Department of Communication and Arts, Roskilde University.

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Topic : **LIGHTS, CAMERA, AUDIO! PODCASTING FOR GOOD COMMUNICATIONS**

Presenter : **Professor Dr. Ana Adi**  
Professor of PR and Corporate Communications for Quadrga University of Applied Science, Germany and "Women In PR" Podcast Host

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Topic : **THE STRATEGIC PICTURE THE STRATEGIC COMMUNICATION IMPERATIVE FOR EMPOWERING RARELY HEARD VOICES (DR. JAMES MAHONEY) COMMUNICATION INEQUALITY IN THE NEWS MARKETPLACE OF IDEAS (DR. VICTORIA FIELDING)**

Presenter : **Dr. James Mahoney**, LFRIA - Adjunct Professor, News and Media Research Centre, University of Canberra  
**Dr. Victoria Fielding** - The University of Adelaide

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Topic : **ESG IS NO MSG - PRIORITISING YOUR ORGANISATION'S ENVIRONMENTAL, SOCIAL & GOVERNANCE AGENDA**

Presenter : **Koh Juat Muay** - President of the Institute of Public Relations Singapore  
**Uantchern Loh** - Chief Storyteller, Black Sun Asia Pacific  
**Tammy Teo** - General Manager, Gloo Communications

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Topic : **LISTENING AND HEARING TO EMPOWER VOICES RARELY HEARD (JIM MACNAMARA) SULTAN GABOOS' MEET-THE-PEOPLE ANNUAL TOURS IN OMAN: EMPOWERING UNVOICED PEOPLE THROUGH COMMUNICATION (TAHERA MOHAMMED AL-AAMRI) MANAGING A CACOPHONY OF VIEWS: FINDINGS FROM INTERVIEWS WITH PUBLIC RELATIONS PRACTITIONERS IN AUSTRALIA (LISA TAM, SOOJIN KIM, HELEN HUTCHINGS)**

Presenter : **Dr. Jim Macnamara** - University of Technology Sydney  
**Tahera Mohammed Al-Aamri** - Doctor of Philosophy (ongoing) School of Communication and Arts, The University of Queensland, St Lucia Campus, Brisbane, Queensland, Australia  
**Dr. Lisa Tam** - Lecturer in Advertising and Public Relations Queensland University of Technology Brisbane  
**Dr. Soojin Kim** - Lecturer in Public Communication University of Technology Sydney  
**Helen Hutchings** - Group Executive Director Phillips Group Brisbane

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Topic : **CITIZENS IN A PANDEMIC 'MY BODY - MY CHOICE': EXPLORING NOTIONS OF HUMAN RIGHTS AND FREEDOM OF EXPRESSION IN THE CONTEXT OF A GLOBAL PANDEMIC (KATHARINA WOLF AND PETRA THEUNISSEN) #WARGABANTUWARGA (CITIZEN SUPPORT CITIZEN) MOVEMENT ON INDOONESIAN SOCIAL MEDIA ECOSYSTEM DURING PANDEMIC COVID-19 (RIZKIYA AYU MAULIDA)**

Presenter : **Dr. Katharina Wolf** - Associate Professor, School of Management and Marketing, Western University, Western Australia  
**Dr. Petra Theunissen** - Associate Professor for Public Relations at the School of Communication Studies, Auckland University of Technology, New Zealand  
**Rizkiya Ayu Maulida, M.A** - Assistant Professor at Department of Communication, Universitas Pembangunan Nasional Veteran, Jakarta Indonesia

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Topic : **2022 PR ACADEMIC RANKING. - HOW TO RAISE YOUR UNIVERSITY AND COLLEGE PR & COMMUNICATION PROFILE**

Presenter : **Dr. Marcia W. DiStaso** - Associate Professor and Chair Department of Public Relations, University of Florida

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Topic : **ETHICS IN SOCIAL MEDIA - A CHALLENGE FOR BRANDS TODAY**

Presenter : **Norman Agatep** - Public Relations Society of The Philippines

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Topic : **YOUNG VOICES: NEW WORLD, WHO DIS?**

Presenter : **Soraya Calavassy** - Director & Co-Founder of Neon Black  
**William York** - PR & Communications Coordinator, Associated Advertising & Promotions  
**Jemima Ung** - Senior Consultant, BBS Communications Group  
**Nozomi Yamazaki** - Account Executive, VML&R  
**Luis Comissi** - Public Relations Assistant, Thrive PR + Communications

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Topic : **FUTURE OF PR - POST PANDEMIC - A Presentation at Hong Kong Trade Development Council 2022 Conference**

Presenter : **Jaffri Amin Osman** - Chair of the Education, Training & Development Month - April 2022, Chair of the Global Alliance Regional Council Asia Pacific, Vice President of Institute Public Relations Malaysia

### LAUNCH OF GLOBAL ALLIANCE EDUCATION, TRAINING AND DEVELOPMENT MONTH

Guest of Honour

- Justin Green**  
President Global Alliance for Public Relations and Communication Management
- Jaffri Amin Osman**  
Chair of GAETDM, Chair of Global Alliance Asia-Pacific and Vice President of Institute PR Malaysia
- Dato' Sri Haji Ibrahim Abdul Rahman**  
President of Institute PR Malaysia
- Prita Kemal Gani**  
President of ASEAN PR Network and Former Chair of Global Alliance Asia-Pacific
- Professor Anne Gregory**  
Former Chair of Global Alliance and Director of Global Capability Framework

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Topic : **PEOPLE FIRST**

Presenter : **Peter Mutie**, FAPRA, FPRSK - Board Member of Global Alliance for Public Relations and Communications Management & CEO of Peterson Integrated Communications Ltd.

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Topic : **WINNING TRUST AT THE OLYMPICS. STAKEHOLDER REPUTATION LEARNINGS FROM THE TOKYO OLYMPICS**

Presenter : **Dr. Ryuhei Sano** - Associate Professor Hosei University, Japan

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Topic : **2022 MEDIA HEADACHE? HOW TO BE A PR DOLPHIN IN AN INTERNATIONAL ENVIRONMENT**

Presenter : **José Manuel Velasco** - Past Chair of Global Alliance for Public Relations and Communication Management

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Topic : **TRUST IN MEDIA DURING COVID-19**

Presenter : **Chiara Valentini** - Professor of Corporate Communication at Jyväskylä University School of Business & Economics, Finland  
**Mark Badham** - Senior Lecturer in Corporate Communication, Jyväskylä University School of Business & Economics, Finland

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Topic : **MEASURING UP AGAINST THE BEST: ARE YOU GLOBALLY CAPABLE?**

Presenter : **Professor Anne Gregory**, Ph.D. - Former Chair of Global Alliance and Director of Global Capability Framework

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Topic : **TRUST ME, I'M IN PR**

Presenter : **Kim Blanchette**, APR, Chart.PR, Fellow CPRS - Senior Vice President and General Manager (Western Canada), National Lead, Indigenous Engagement and Communications at Argyle Communications  
**Colleen Killingsworth**, MCM, APR, Fellow CPRS - President, CKCommunications Strategies Inc.

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Topic : **HOW LOBBYING CAN SERVE DEMOCRACY**

Presenter : **Päivi Shivola** - Chair of the Council of Ethics for Communication in Finland  
**Tuomo Yli-Huttula** - Chair of the Lobbying network in Finland, Director for Communications and Public Relations at Finance Finland

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Topic : **THE CONCEPT OF PUBLIC AND DIGITAL PUBLIC IN PR**

Presenter : **Jude William Genilo** - Head Department of Media Studies and Journalism of University of Liberal Arts Bangladesh



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<https://www.globalalliancepr.org/education-training-and-development-month>  
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