



- CODE: SEM1-01-2017-SMTA
 TITLE: Workshop on "Online Public Relations: A Double-edged Sword"
- CONTENT: Nowadays internet plus social media has become the channel for promoting products/services as well as building corporate/brand image, yet the online world is a double-edged sword as it could subject a company to negative attacks on its reputation. Therefore, online public relations (PR) plays a critical role not only in building corporate image, but also in preventing PR disaster and achieving an effective recovery if it so happens.
- Through this workshop, participants would gain a better understanding of:
- The New Media Landscape
 - Characteristics of New Media
 - New Media vs News
 - How to Manage New Media
 - Beware of PR Disasters
- DESIGNED FOR: Owner-managers; corporate management personnel; marketing, corporate communications, and public relations professionals
- SPEAKER(S): Ms Akina Fong Kin-ye, Media and Public Relations Expert from Hong Kong; former Senior Communications and Media Relations Officer of ICAC; former Principal Reporter/News Anchor of Television Broadcasts Limited (TVB)
- ORGANIZED BY: Hosted by Macau productivity and Technology Transfer Center
Supported by Macao Science Center
- NO. OF SEATS: 250
- LANGUAGE: Cantonese
- DATE & TIME: Jan 21, 2017 (Saturday), 14:30 – 17:30 (admission starts at 14:00)
- REGISTRATION FEE: MOP50 per person REGISTRATION DEADLINE: Jan 11, 2017
- VENUE: The Macao Science Center Convention Hall (Avenida Dr. Sun Yat-Sen)

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