



PUBLIC RELATIONS BOOTCAMP 2025

THEME : AI+PR

3 DAYS

◆ DIGITAL PR ◆ MEDIA RELATIONS ◆ CRISIS COMMUNICATIONS



DIGITAL
PUBLIC RELATIONS



CRISIS
COMMUNICATIONS



MEDIA
RELATIONS

4 - 6 November 2025 | Ancasa Hotel, Kuala Lumpur

www.intelectasia.com

In today's fast-moving communications world, keeping up isn't enough. News cycles shift in seconds, algorithms change overnight, and AI is rewriting the rules. Since 2009, the sold-out Public Relations Bootcamp has evolved to stay ahead — and this year, it's all about AI + PR.

Over three intensive days, you'll master AI-powered strategies in Digital PR, Media Relations, and Crisis Communications through workshops, case studies, and fireside chats with industry leaders. From GenAI tools to bulletproof crisis plans, every session equips you to craft stronger stories, build trusted media relationships, and protect your brand.

Don't just keep up — lead the conversation.

DAY 1 – DIGITAL PR & VISUAL STORYTELLING IN THE AGE OF AI

Objective: Equip participants with the skills to create high-impact, platform-optimized digital content, leveraging AI tools for content creation, analytics, and amplification.

SCHEDULE:

9:00 – 9:15 AM | 5 AI Trends Shaping the Future of PR

- How AI is redefining news cycles and media consumption patterns.
- Shifts in audience targeting with predictive analytics.
- Brand storytelling powered by real-time insights.
- Key skills for PR pros in an AI-first world.

9:15 – 10:45 AM | Game-Changing AI Tools for Digital PR

- Optimizing for cross-channel content platforms: Facebook, Instagram, TikTok, LinkedIn, YouTube.
- AI-powered idea generation: ChatGPT, Jasper, Copy.ai.
- Trendspotting tools: BuzzSumo, TrendSpottr, Google Trends.
- Prompt engineering fundamentals for comms pros.

10:45 – 11:00 AM | COFFEE BREAK

11:00 AM – 12:30 PM | Visual Storytelling with GenAI

- Storyboarding techniques for maximum engagement.
- Top 10 GenAI tools for visuals & video: HeyGen, Eleven Labs, DALL-E, Google Veo, revid.ai, Canva AI, Piktochart, Venngage, Suno, Simplified and more
- Hashtag & keyword discovery with Hashtagify, RiteTag.
- Crafting content optimised for LLM discoverability (ChatGPT, Claude, Gemini).

12:30 – 1:30 PM | LUNCH BREAK

1:30 – 3:00 PM | Digital Storytelling and Social Content Development

- 3 Step Ideation Process: WIN Strategy
- Mastering the Content Quadrant
- From Avatars to Influencers, Static to Video — Map Your Multi-Channel Social Content Calendar with AI
- Using analytics to refine storytelling strategies over time.
- Case Studies – Examples of successful Digital PR campaigns from brands like AirAsia, Shopee, Grab, Tealive

3:00 – 3:15 PM | COFFEE BREAK

3:15 – 4:15 PM | Hands-On Lab: Your First AI-Driven PR Campaign

- Building a campaign concept with AI tools.
- Targeting and media list creation with AI.
- Creating visuals and copy using GenAI.
- Group presentation & peer feedback.

4:15 – 5:00 PM | Fireside Chat: PR in the AI Era – Real Insights from the Field

Industry leaders reveal real-world insights and best practices from integrating AI into daily PR workflows.

ROFIDAH AZMAN
STRATEGIC COMMUNICATIONS MANAGER
JOHOR PETROLEUM DEVELOPMENT CORPORATION BERHAD

"The PR Bootcamp by Intellectasia was a game-changer. Expert trainers, hands-on workshops, and great networking gave me practical skills, confidence, and a stronger professional network. Highly recommended for anyone looking to grow in PR."

PROGRAM OVERVIEW



DAY 2 – MEDIA RELATIONS IN THE AI ERA

Objective: Master AI-assisted strategies for building media relationships, crafting newsworthy stories, and ensuring maximum coverage.

SCHEDULE:

9:00 – 9:15 AM | The AI-Driven Newsroom: Key Shifts Changing Media

- How AI is transforming journalist workflows and the media landscape.
- Leveraging AI to work smartly with journalists.
- Building trust through personalised outreach without AI

9:15 – 10:45 AM | Data-Driven Narratives: Shape Newsworthy Stories with Data

- Media's demand for credibility: Data = legitimacy
- What makes a data story "newsworthy"?
- Anomalies: surprising insights
- Data and AI: Storytelling for AI

10:45 – 11:00 AM | COFFEE BREAK

11:00 AM – 12:30 PM | Press Releases for the AI Age

- AI-assisted drafting for clarity and tone.
- Structuring for LLM (ChatGPT, Gemini) discoverability.
- Incorporating SEO into press releases.
- Prompt Engineering Fundamentals for PR/Comms pros

12:30 – 1:30 PM | LUNCH BREAK

1:30 – 3:00 PM | AI-Powered Media Pitches That Get Picked Up

- Crafting compelling, concise pitches.
- Aligning with current media trends.
- Building long-term journalist relationships.

3:00 – 3:15 PM | COFFEE BREAK

3:15 – 4:15 PM | Press Conference Simulation – Win the Room

- Press Conference 101 for PR Pros: Managing a press conference
- Handling difficult or unexpected questions with confidence and strategic poise.
- Staying on message under pressure while reinforcing key brand narratives.

4:15 – 5:00 PM | Fireside Chat: The Future of Media Relations in an AI World

Journalist and editor perspectives on AI's role in PR.



MICHELLE CHAN
FOUNDER
CARAT COMMS MANAGEMENT

I attended Digital PR bootcamp recently, the information is concise and up to date. The trainer is equipped with hands-on experience and shares a lot of insights. I learnt so much from this course and will definitely attend again in future.

PROGRAM OVERVIEW

DAY 3 – AI-INTEGRATED CRISIS COMMUNICATIONS

Objective: Develop the ability to anticipate, manage, and turn crises into opportunities using AI-driven monitoring, response, and messaging strategies.

SCHEDULE:

9:00 – 9:15 AM | The Crisis Playbook: Spotting Trouble Before It Hits

- Recognising the difference between a crisis and an issue.
- Identifying early warning signs before they escalate.
- Conducting basic risk analysis to gauge potential impact.

9:15 – 10:45 AM | Creating a Sure-Win Crisis Communication Plan (CCP) in the AI Era

- Framework for building a robust, actionable CCP.
- Integrating AI-driven monitoring and real-time alerts.
- Aligning response strategies with brand values.

10:45 – 11:00 AM | COFFEE BREAK

11:00 AM – 12:30 PM | Messaging, Narratives, and Turning a Crisis into a PR Opportunity

- Developing narratives that position your brand positively (Holding statements, press releases for crisis).
- Negative Mentions Crisis: Optimise AI tools to detect and balance transparency with message control to protect the brand, and sustain credibility

12:30 – 1:30 PM | LUNCH BREAK

1:30 – 3:00 PM | Crisis Case Files: Lessons from Real-World Disasters

- Crisis Case Studies for PR Pros: MH370, COVID-19, viral social media crisis and more
- The 3Rs + 1P of Crisis and How to Avoid Them (Race, Religion, Royalty & Politics)
- 5 Key Lessons and opportunities for PR Pros
- Transforming key lessons into concise, ready-to-deploy crisis comms strategies for PR pros

3:00 – 3:15 PM | COFFEE BREAK

3:15 – 4:15 PM | Crisis Response Drill: AI-Powered Decisions Under Pressure

- Coordinated response creation under time pressure.
- Leveraging AI dashboards for decision-making.
- Refining messages based on live sentiment data.

4:15 – 5:00 PM | Fireside Chat: Crisis Commanders on AI, Strategy & Survival

Brand leaders share real-world crisis communications experiences

End of PR Bootcamp 2025 Masterclass

- Certificates of Completion
- Networking Session

Note: All participants will have hands-on access to AI tools during sessions. Laptops required.

NUR ZULAIKHA ATIQA MOHD ZAHRI
EXECUTIVE ASSISTANT INSTITUTE STRATEGY & MANAGEMENT
KHAZANAH RESEARCH INSTITUTE

The PR bootcamp was an incredible experience that equipped me with practical PR skills and a comprehensive understanding of the field. Highly recommended for anyone interested in advancing their career in Public Relations



MANMINDER KAUR DHILLON - LEAD TRAINER

Manminder Kaur Dhillon is an award-winning PR practitioner and founder of Supernewsroom.ai, a Gen-AI platform revolutionizing media engagement. Backed by Cradle Fund and recently awarded Malaysia Digital (MD) status, the platform is setting new standards in AI-powered PR. Manminder has received the Marketing Excellence Award in PR (Gold), the Vikingcubator Best Media Tech Startup award, and was named among the Top Ten Women in Branding (Asia). A trusted advisor to conglomerates, GLCs, and corporates, she is also Malaysia's top PR trainer, having coached hundreds of CEOs and PR professionals locally and abroad.

Author of Public Relations for Startups: The Ultimate Playbook, her expertise spans crisis communications, digital PR, and media relations. She began her career as a journalist with Astro Awani and holds a Master's in Corporate Communications.

INVITED SPEAKERS



SARASWATHI MUNIAPPAN

**EXECUTIVE EDITOR
ECONOMIC NEWS SERVICE. BERNAMA**

Saraswathi Muniappan has more than 25 years of experience in journalism and is currently the Executive Editor, Economic News Service BERNAMA. Her forte has been corporate news, aviation and commodities. She has covered various domestic and international events from general news and domestic politics to global economies and regional issues. Between 2012-2014, Saras was Bernama's New Delhi Bureau Chief, covering both the business and political issues in India specifically and South Asia in general.



SHAFIZAN JOHARI

**LEAD,
MULTIPLATFORM NEWS INNOVATION AT ASTRO AWANI**

Shafizan Johari is a journalist based in Kuala Lumpur and currently serves as Multiplatform News Innovation Lead Editor at Astro AWANI, where he drives 4IR integration and AI adoption in the newsroom. He previously held roles as Forward Planning Editor and Big Data Editor.

In 2016, he was awarded the Khazanah Media Fellowship and completed the Wolfson Press Fellowship at Cambridge, researching counter-narratives to violent extremism. He is now pursuing a Master's in anthropology history at the University of Malaya, focusing on Southern Thailand's diaspora communities.



DARIAN GOH

**FORMER LEAD STRATEGY PLANNER
REV MEDIA GROUP**

Darian Goh is the former lead strategy planner for REV Media Group, part of the largest media group in Malaysia. In his 9 years with REV Media Group, he has grown brands such as SAYS, OhBulan, and Rojaklah into top social sites in Malaysia. On the other hand, Darian has also strategised for brands like AirAsia, Nestlé, Honda, and Petronas to reach millennials through online content. He has expertise in distributing content, repackaging content for social media and most importantly, knowing how and what the online world consumes and share. During his free time, Darian loves exploring the world through scuba diving.

5 REASONS WHY WE ARE EXPERTS



Our trainers are journalists, editors and experienced PR consultants. They are exactly the people whom you would want to learn media relations from! Why learn from others when you can get juiciest tips from the horse's mouth!



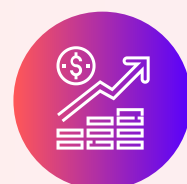
We are a leading Public Relations training company in Malaysia with the highest number of PR training programmes and trainers.



Our training methodology is highly interactive, effective and result-oriented. It is backed by case studies from the Public Relations Society of America (PRSA) and research done by our team. We share the latest trends and developments in public relations practices in Malaysia.



As a full-fledged PR agency, our strategies have been recognised by our clients and the industry as a whole. We are the Gold Award Winner for Excellence in Public Relations Category (Marketing Excellence Awards). Now, we are sharing the best PR tips and strategies with you!



Thousands of local and international PR practitioners have gained valuable insights from our trainings. Need we say more?



**NATASHA FARHANA ROHAIZAD, SENIOR EXECUTIVE,
STRATEGIC COMMUNICATIONS, JOHOR PETROLEUM
DEVELOPMENT CORPORATION BERHAD (JPDC)**

"The 3-day PR Bootcamp by Intellectasia was highly enriching — from crisis management strategies to media relations and digital trends. Networking with peers added value, and it greatly boosted my PR skills."

WE HAVE TRAINED:

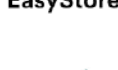


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REGISTRATION FORM

COURSE TITLE : Public Relations Bootcamp Masterclass 2025

DATES / DAYS : 4, 5, 6 November 2025

(Tuesday, Wednesday, Thursday)

TIME: 9.00 am – 5.00 pm

Venue : Ancasa Hotel, Kuala Lumpur

FEE STRUCTURE PER PERSON (excluding 8% SST)

	Course	Price (RM)	Code
Day 1	Digital PR	1800	DPR
Day 2	Media Relations	1800	MR
Day 3	Crisis Communications	1800	CC
I Want All (3 Days Program)		5400 5000	PRBT

Closing date for registration : 31 October 2025

Group Discount (3 or more participants from the same organization) - 15%

**Early Bird (10%)
till 15 September 2025**

TERMS & CONDITIONS :

1. This workshop is HRDC Claimable
2. Only one discount applies.
3. Please contact us if you do not receive the Confirmation letter and Invoice via fax or mail, one week prior to the event.
4. Registrants who cancel less than seven business days prior to the course date, are subject to a service charge equal to 50% of the course fee

PAYMENT METHOD :

A. Cheque

Please make the cheque payable to 'Newsroom Solutions Sdn. Bhd.'

B. Bank Transfer

Account Name : Newsroom Solutions Sdn. Bhd.

Account Number : 8007 389 334

Bank : CIMB Bank Berhad

Branch : The Curve, Damansara

Please email/WhatsApp the transfer slip along with the registration form to: diljit@intelectasia.com or +6012-254 1755

HOW TO REGISTER ?

To make your registration process a breeze, you can select any of the following methods:

A. ONLINE REGISTRATION

Simply visit our website www.intelectasia.com , go to the registration form. Fill in your details and our training team will get in touch with you within three (3) working days.

B. HARDCOPY

Fill in your details below and Whatsapp the form (take a picture) to +6012-254 1755 and we will take care of the rest.

ORGANIZATION	
ADDRESS	
CONTACT PERSON	
DESIGNATION	
PHONE	
FAX	
EMAIL	

PARTICIPANT(S)				
NAME				
DESIGNATION				
EMAIL				
COURSE CODE (Please Tick)	DPR	MR	CC	PRBT

PARTICIPANT(S)				
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Hi! I'm Diljit, the program coordinator. Get in touch with me to register or to get any additional information. See you at PR Bootcamp 2025