



AI VISIBILITY

MASTERCLASS SERIES

Mastering AI Visibility & Crisis Communications



AI-INTEGRATED CRISIS COMMUNICATIONS



AI VISIBILITY: STRATEGIES TO GET AI TO MENTION YOUR BRAND



28–29 October 2026



Melia Hotel Kuala Lumpur

Presented By:

intelectasia™



SUPERNEWSROOM.AI

DAY 1 - AI VISIBILITY: STRATEGIES TO GET AI TO MENTION YOUR BRAND

Objective: Equip PR and marketing professionals with practical, high-impact strategies to improve brand visibility across AI-powered search and answer platforms — by strengthening credibility, authority, and the digital signals that influence AI recommendation.

Target Audience: PR and Communications professionals. Marketing and Brand teams. Corporate Affairs leaders, Digital marketers and agency teams, Founders and spokespersons building brand visibility and trust.

SCHEDULE:

9:00 – 9:45 AM | AI Visibility: The New Reputation Battleground

- Key signals that determine whether brands are surfaced, cited, or ignored by AI tools.
- Why credibility, consistency, and third-party validation matter more than ever.
- EXERCISE: AI Discovery Map — identify where your brand is visible, weak, or missing in AI-generated answers.

9:45 – 11:00 AM | The Mentions That Drive AI Recommendation

- Why editorial coverage, expert commentary, and external validation outperform self-promotion across LLMs.
- Using Supernewsroom.ai to strengthen earned media presence and third-party brand mentions across the digital ecosystem.
- Common visibility gaps that stop brands from being recommended over competitors.
- EXERCISE: Mention Gap Audit — identify which mentions build trust, which are weak, and which are missing.

10:45 – 11:00 AM | COFFEE BREAK

11:00 AM – 12:30 PM | Source Strategy & AI SEO for Competitive Advantage

- The source mix that strengthens visibility across ChatGPT, Gemini, Perplexity, and Copilot.
- Building a stronger ecosystem of trusted third-party and owned content that LLMs can recognise and retrieve.
- Using AnswerThePublic for question mapping and uncovering discoverable PR angles.
- EXERCISE: Source Stack Workshop — build an ideal source ecosystem covering media, expert content, and proof points.

12:30 – 1:30 PM | LUNCH BREAK

1:30 – 3:00 PM | Content & PR Moves That Make Brands AI-Surfaceable

- 5 strategies to turn PR activity into long-term visibility assets across AI-powered platforms.
- Sharpening brand positioning so AI associates your brand with the right category, strengths, and use cases.
- Using AnswerThePublic, Google Trends, and Supernewsroom.ai together to align demand, visibility, and narrative.
- EXERCISE: Prompt-to-Content Lab — turn real customer prompts into a PR and content plan for AI mentionability.

3:00 – 3:15 PM | COFFEE BREAK

3:15 – 5:00 PM | Press Conference Simulation – Win the Room

- 3 tactics for monitoring brand mentions and competitor presence in AI-generated answers.
- Using Google Trends for timing, AnswerThePublic for insight, and Supernewsroom.ai for execution.
- Building a 90-day roadmap for stronger authority, discoverability, and recommendation potential.
- EXERCISE: 90-Day Visibility Sprint — develop a full action plan covering priority prompts, source targets, and success metrics.

LEARNING OUTCOMES

- Understand what drives AI visibility and recommendation across LLMs
- Identify the mentions and sources that build brand authority with AI
- Apply PR and content strategies that improve discoverability
- Spot visibility gaps against competitors in AI-generated answers Build a 90-day roadmap to increase AI mentionability.

DAY 2 -AI INTERGRATED CRISIS COMMUNICATIONS

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

Target Audience: PR and Communications professionals, Corporate Affairs and Media Relations teams, Marketing and Brand Managers, Government and GLC Communications office.

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 (deep fakes, AI generated content/videos, fake news)
- 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.

- *Certificates of Completion*
- *Networking Session*
- *Note: All participants will have hands-on access to AI tools during sessions. Laptops required.*

NUR ZULAIKHA ATIQA MOHD ZAHIRIL
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 transforming media engagement. Backed by Cradle Fund and awarded Malaysia Digital (MD) status, the platform enables brands to gain visibility across 800+ global news outlets and AI search ecosystems.

She has received the Marketing Excellence Award in PR (Gold), Vikingcubator Best Media Tech Startup, and was named among Asia's Top Ten Women in Branding. Manminder is also widely recognised as Malaysia's leading PR trainer, having coached CEOs and communications professionals locally and internationally.

A former Astro Awani journalist, she holds a Master's in Corporate Communications and specialises in crisis communications, digital PR, and media relations.

INVITED SPEAKERS



SHOBENA SINGAM

GROUP BRAND, DIGITAL & CORPORATE COMMUNICATIONS
LEADING HEALTHCARE GROUP

Shobena Singam is a communications leader with 27+ years' experience across GLCs, PLCs, and regional healthcare organisations. Formerly Vice President of PR & Corporate Communication at the Malaysia Healthcare Travel Council (MOH Malaysia), she contributed to the "Malaysia, the World's Healthcare Marvel" campaign, which won a Bronze Stevie Award at the 2022 International Business Awards.

Shobena specialises in public relations, brand strategy, stakeholder engagement, and crisis communications, and currently heads Group Brand, Digital & Corporate Communications at a leading healthcare group.

“

IZZAT RATNA
HEAD, PUBLIC RELATIONS AND CSR
SME BANK MALAYSIA BERHAD

Thank you so much for organising the Public Relations Bootcamp 2025 PR and AI. The sessions were really relevant, engaging and full of useful insights that I can already see being valuable in my work ahead. Only in PR could a real crisis decide to appear right in the middle of a crisis simulation. That was pure irony and a perfect reminder that controlled chaos simply does not exist in our world.

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?

“

**MUNIRAH MUSTAPHA
HARTALEGA**

The 3-day PR Bootcamp was a truly rewarding experience. The sessions were practical, interactive, and highly relevant to real-world situations. The trainers were engaging and inspiring, and I learned so much from fellow participants as well. I left feeling more confident, motivated, and ready to apply my new skills. Highly recommended for anyone looking to grow in PR and communications!

WE HAVE TRAINED:



“

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.

REGISTER NOW AND GET

10% OFF

EARLY BIRD DISCOUNT

REGISTRATION FORM

COURSE TITLE : AI Visibility Masterclass Series: Mastering AI

Visibility & Crisis Communications

DATES / DAYS : 28 - 29 October 2026

(Wednesday & Thursday)

TIME: 9.00 am - 5.00 pm

Venue : Melia Hotel, Kuala Lumpur

FEE STRUCTURE PER PERSON (including 8% SST)

	Course	Price (RM)	Code
Day 1	AI VISIBILITY: STRATEGIES TO GET AI TO MENTION YOUR BRAND	1750	HAIV
Day 2	AI INTERGRATED CRISIS COMMUNICATION	1750	CC

Closing date for registration : 19 October 2026

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

**Early Bird (10%)
till 20 August 2026**

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

SO 22-5, The Strata office, Menara 1, KL Eco City, Jalan Bangsar 59200 Kuala Lumpur

+(603) 2201 9377

www.intelectasia.com

enquiry@intelectasia.com

facebook.com/intelectasia



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 2026

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)	AIV CC

PARTICIPANT(S)	
NAME	
DESIGNATION	
EMAIL	
COURSE CODE (Please Tick)	AIV CC

PARTICIPANT(S)	
NAME	
DESIGNATION	
EMAIL	
COURSE CODE (Please Tick)	AIV CC

Referral Code (To claim additional 5% discount)