



PUBLIC RELATIONS BOOTCAMP 2026

THEME : AI+PR

✦ DIGITAL PR ✦ CRISIS COMMUNICATIONS ✦ MEDIA RELATIONS
✦ BUILDING DATA DRIVEN NARRATIVES



DIGITAL
PUBLIC RELATIONS



CRISIS
COMMUNICATIONS



MEDIA
RELATIONS



DATA DRIVEN
NARRATIVES

Presented By:



SUPERNEWSROOM AI

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 – 5:00 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



HAWA ALI
BANK MUAMALAT MALAYSIA BERHAD

The 3-day PR Bootcamp was an eye-opening experience that sharpened my strategic thinking and storytelling skills. The sessions were highly practical, filled with real-world case studies and interactive discussions that truly elevated my approach to communications. I'm walking away feeling more confident, inspired, and connected to a great network of PR professionals.

DAY 2 - AI-INTEGRATED CRISIS COMMUNICATIONS

Objective: Develop the ability to anticipate, manage, and turn crisis 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 (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 – 5:00 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

- *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

DAY 3 – 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

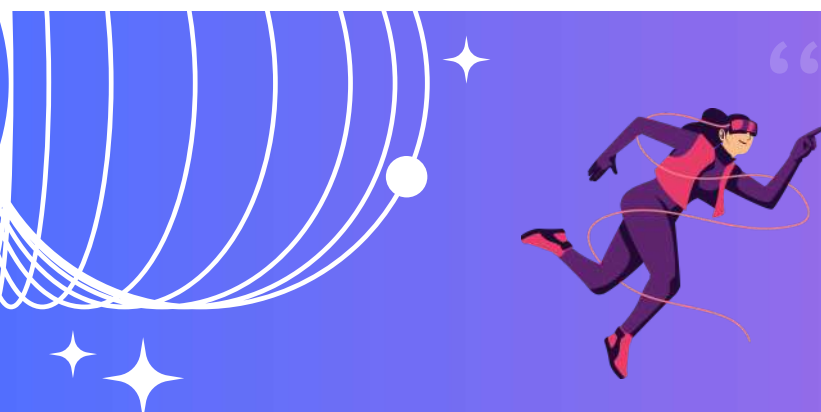
1:30 – 3:00 PM | AI-Powered Media Pitches That Get Picked Up

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

3:00 – 3:15 PM | COFFEE BREAK

3:15 – 5:00 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



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.

DAY 4 – BUILDING DATA DRIVEN NARRATIVES FOR PR PROFESSIONALS

Objective: Equip PR professionals with the data tools to spot story-worthy angles in internal data, ask better questions to extract insight, and turn numbers into newsworthy headlines and stories.

SCHEDULE:

9:00 – 9:30 AM | Welcome & Opening Warm-Up

- Set the tone for the day and understand participant expectations
- Start thinking in "data headline" mode
- Icebreaker: "If your brand were a data point..."

9:30 – 10:45 AM | Data Storytelling Fundamentals

- The psychology of data + emotion: Why numbers persuade
- Media demand for credibility: Data = legitimacy
- What makes a data story "newsworthy"?
- Time-based, trend-based, and behavioral angles
- Anomalies: surprising insights that grab attention
- Data and AI: Storytelling for AI
- Mini-Exercise: Headline Smackdown — review 5 headlines, identify the best data angle

10:45 – 11:00 AM | COFFEE BREAK

11:00 AM – 12:30 PM | Mining Stories from Internal Data

- Where to look: campaign dashboards, sales trends, user behaviours, app data, CS tickets
- Common blind spots: ignored data that has media value
- Collaborating across teams: what to ask product, marketing, ops
- How to translate business KPIs into public hooks
- Exercise: Spot 2 story angles from a sample dashboard + craft internal interview questions
- Takeaway: "Data Hunting Questions" Playbook — 10 questions to unlock internal insight

12:30 – 1:30 PM | LUNCH BREAK

1:30 – 2:45 PM | Writing Media-Ready Narratives from Data Framing: From stat to story to societal relevance

- Framing: From stat to story to societal relevance.
- Writing headlines that scream "open me"
- Structuring press releases using insights (inverted pyramid with data hooks)
- Contextualizing: Using third-party data to amplify your angle
- Tools: Google Trends, Supernewsroom.AI, Statista, Answer the Public
- Writing Sprint: Draft one headline, one paragraph summary, one "so what" hook
- Takeaway: "From Insight to Impact" Template

3:00 – 3:15 PM | COFFEE BREAK

3:15 – 4:15 PM | Case Studies + Hands-On Rewrite Challenge 3 real PR campaigns

- 3 real PR campaigns that succeeded using data-first narratives
- What worked: angle, structure, delivery. What didn't: dry numbers, no relevance, poor timing
- Team Challenge: Rework a press release using a data-first lens. Add new angles, write a new headline, benchmark with third-party data. Prepare a 3-min pitch to present; trainer + peers provide structured critique

4:15 – 5:00 PM | Wrap-Up & Action Planning 3-2-1 exercise: 3 things you learned,

- 3-2-1 exercise: 3 things you learned, 2 ideas to pitch this quarter
- Bonus: Trainer's top 5 real PR pitches that got covered



HAWA ALI BANK MUAMALAT MALAYSIA BERHAD

The 3-day PR Bootcamp was an eye-opening experience that sharpened my strategic thinking and storytelling skills. The sessions were highly practical, filled with real-world case studies and interactive discussions that truly elevated my approach to communications. I'm walking away feeling more confident, inspired, and connected to a great network of PR professionals.



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



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.



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. He is now pursuing a Master's in anthropology history at the University of Malaya, focusing on Southern Thailand's diaspora communities.



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.



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.