

Konrad-Adenauer-Stiftung e.V.
MEDIA PROGRAMME ASIA

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34 Bukit Pasoh Rd.
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“Political Public Relations in the ASEAN-context”

April 04 - 07, 2012

Hotel Intercontinental,
Phnom Penh, Cambodia

Programme

(as per April 4, 2012)

Political developments require active participation from all groups of society. Active participation requires informed citizens who are able to make up their minds. The media have to provide the necessary information in a professional and responsible manner. They have to analyze, to put relevant issues into context, to explain and to comment. In order to do so, the journalists are the first ones who need to know about the chances and challenges of political developments, about new ideas, opinions and important decisions on government level as well as among the members of the senates, parliaments and the other political entities of their countries.

Fast, accurate, relevant and sufficient information counts, all the more when it comes to complex and important international issues! In a globalized world with more and more political, environmental, economic and social developments no longer restricted by country borders, mutual understanding between nations and their peoples is a prerequisite for peace, prosperity and development.

Modern Political Communication and political Public Relations (PR) are the necessary tools and disciplines to make media and the public understand the political decision making process. Therefore, Political Communication may not be limited to the periods of political campaigning and elections but has to be practiced day in and day out even in times without voting and political rallies.

However, for politicians it is not always easy to draw people's attention to important issues and to find support and understanding for difficult political decisions. On the other side, media and journalists sometimes suffer from not getting enough information in order to report and explain what is going on in government, senate and parliament.



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This is where the spokespersons come into place! They work for the political entities and institutions but they are no politicians. They stay in close contact to the media but they are no journalists. Unlike them, the spokespersons are not independent but have to get political messages and information across to the media. They have to explain these messages, to defend them and to find support for it. However, they are also the ones who learn first about possible resentments among the journalists, about what questions they have and what TV, radio and newspapers like to report about. In this respect and on behalf of their superiors from the political spectrum, the spokespersons are also “brokers” of public opinion, the necessary link between politics and media.

This event tries to put politics, media and Political Communication into context. Participants will learn about the fundamentals, the tools and organizational aspects of modern political “PR”, about crisis communication and about how media receive and process political messages according to their work-flows and audiences. Important personalities and experts both from Cambodia and various member countries of the ASEAN will share their experiences and deliver insight into the world of Political Communication and political Public Relations.

Wednesday, April 4

(during the day) Arrival / Check-in international participants

06:30 pm **Welcome Reception – by invitation only!**

(Venue: Bopha Phnom Penh Restaurant)
Meeting point for bus transfer: Hotel Lobby

Thursday, April 5

08:00 am **Registration of participants**
(Venue: Hotel Intercontinental, *Ballroom 1*, lobby level)

08:30 am **Welcome Address:**

- **Mr. Paul Linnarz**, Director, Media Programme Asia, Konrad-Adenauer-Stiftung, Singapore

Opening Address:

- **Mr. Pen Samithy**, President, Club of Cambodian Journalists

09:00 am **Keynote:**

- **H.E. Phay Siphon**, Secretary of State, Office of the Council of Ministers

“Cambodia and the ASEAN chairmanship: The road ahead”



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09:30 am

Keynote:

- **H.E. Dr. Surin Pitsuwan**, Secretary-General, ASEAN

“Winning the hearts and minds of the people for the ASEAN integration process”

(followed by group picture)

10:00 am

Coffee Break

10:30 am

Plenary Session 1: “Political Communication and Political PR in a regional context: Chances and Challenges (Overview)”

Perception of the ASEAN agenda in the public. Nationalism versus regionalism. How do media cover the ASEAN and the integration process?

Panellists:

- **Mr. Puy Kea**, Board-Director Member, Club of Cambodian Journalists
- **Mr. Thanong Khanthong**, Editor, ASEAN TV, Thailand
- **Mr. Danny, Chian Siong, Lee**, Director, Community Affairs Development Directorate, ASEAN Secretariat, Indonesia
- **Mr. Kim Ying Pung**, Media Representative, The Wall Street Journal Asia, Malaysia

followed by Q&A

Moderator:

- **Mr. Chhay Sophal**, Education Officer, Club of Cambodian Journalists

12:30 am

Lunch Break

02:00 pm

Plenary Session 2: “Political Communication and Political PR: introduction and latest developments”

What are the major instruments and tools? How does politics make use of PR and how do the media react on it? Why is political PR and proactive communication crucial for democracy?



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Panellists:

- **Dr. Norman Abjorensen**, Visiting Fellow in the Policy and Governance Programme, Crawford School of Economics and Government, College of Asia and the Pacific, Australian National University Canberra
- **Mr. Vladymir Licudine**, Program Manager, Social Weather Surveys, Philippines
- **Dr. Sok Touch**, Deputy Director General, International Relations Institute of Cambodia
- **Mr. Alastair Carthew**, Principal, phuketpublicrelations.com, Thailand

followed by Q&A

Moderator:

- **Mr. Tieng Sopheak Vichea**, Director of Department of Media and Communication, Cambodia Communication Institute, Royal University of Phnom Penh

03:45 pm

Coffee break

04:15 pm

Wrap-up and organizational matters: Workshop structure and procedures for the following conference day

- **Mr. Philip Behnke**, Communications & Public Relations consultant, Singapore

04:20 pm

Conclusions:

- **Mr. Denis Schrey**, Country Representative (Cambodia), Konrad-Adenauer-Stiftung

04:35 pm

Closing Remarks:

- **H.E. Khieu Kanharith**, Minister of Information, Kingdom of Cambodia

05:00 pm

End of Day 1

06:30 pm

Dinner Reception – by invitation only!
(Venue: Hotel Intercontinental)

- (Dinner Speech) **H.E. Jean Francois Cautain**, Ambassador of the European Union to the Kingdom of Cambodia



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Friday, April 6

- 08:30 am **Registration of new participants**
(Venue: Hotel Intercontinental, Room *Phnom Penh*, 2nd Floor)
- 09:00 am **Opening Remarks:**
- **Mr. Pen Samithy**, President, Club of Cambodian Journalists
- 09:15 am **Introduction and Orientation:**
- **Mr. Philip Behnke**, Communications & Public Relations consultant, Singapore
- 09:30 am Participants split into four groups for the different workshops. Each group will be coached by a communications/PR expert. All results will be presented in the afternoon session.
- Group 1: “PR tools, platforms and formats: “What works, what doesn’t work?”**
- Press releases, event calendars, Radio PR, social media, press conferences, photo archives etc. – efficient and effective tools and platforms of modern Political Communication.
- Facilitators:
- **Mrs. Susan Tam**, Journalist and Writer, Yahoo Malaysia and The Star, Malaysia
 - **Mr. Pa Ngunteang**, Director, Cambodian Center for Independent Media
- Group 2: “How to organize Public Relations?”**
- Institutional and technical requirements? What skills does your PR-staff need? Should your spokesperson have a media background? How does the internal communication between spokesperson and politician work?
- Facilitator:
- **Mr. Alastair Carthew**, Principal, phuketpublicrelations.com, Thailand



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Group 3: “Crisis communication and rapid response mechanisms”

What to do if things go wrong? Secrecy versus transparency? How much should be communicated and how fast? What role do the spokespersons play in contact with media?

Facilitator:

- **Mr. Alastair Carthew**, Principal, phuketpublicrelations.com, Thailand

Group 4: “How do journalists and media work?”

How do media decide upon “relevant issues”? What kind of content do they require in order to communicate your information according to their standards and work flows? How to avoid “information overkill”?

Facilitators:

- **Mr. Edi Utama**, Journalist, Antara, Indonesia
- **Mr. Serath Nguon**, News Editor, Rasmei Kampuchea, Cambodia

(Tea, Coffee & water will be served in the Lobby area from 10:30 am onwards)

12:30 pm

Lunch Break (Lobby area)

02:00 pm

Sum up group results and prepare for presentation of workshop results
(Venue: group rooms)

02:30 pm

Plenary Session 3: Presentation of workshop results and findings

The speakers/presenters of each group have 30 minutes to present their findings and solutions. Each group presentation will be followed by questions & answers.

Moderator:

- **Mr. Philip Behnke**, Communications & Public Relations consultant, Singapore

(Plenary Session 3 will be interrupted by a short coffee break at 04:00 pm)



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05:00 pm

Closing Remarks:

- **Mr. Paul Linnarz**, Director, Media Programme Asia, Konrad-Adenauer-Stiftung, Singapore

Saturday, April 7

09:00 am -
01:00 pm

Excursion (for international participants only)

(during the
afternoon)

Check-out / Departure international participants



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