

SEMINAR

Building Trust and Reputation through Communication: The Role of Online and Social Media

Tuesday 18th March 2014, 9.00 – 15.00 hrs
Venue: Conference Room 1, Sivatel Bangkok Ploenchit

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8.30 – 9.00 hrs	Registration
9.00 – 9.20 hrs	Opening Remark by Mr. Michael Winzer , KAS Representative to Thailand On the topic of <i>“Public Relations Work and Structuring for Governmental And Non-Governmental Organisations: Scope of Work And Strategies”</i>
9.20 – 10.20 hrs	Lecture by Mr. Christian Schultz Lecturer and Expert on Public Relations from University Of Applied Sciences and Arts Northwestern Switzerland On the topic of <i>“Building Trust and Reputation through Communication: The Role of Online and Social Media”</i>
10.20 – 10.30 hrs	Questions and Discussion
10.30 – 11.00 hrs	Coffee Break
11.00 – 12.30 hrs	Presentation by Mr. Alastair Carthew Forty years experience as newspaper and television Journalist, public relations consultant, and media Executive On the topic of <i>“Effective Media Communications Techniques for Thai Government and Non-Government Agencies”</i>
12.30 – 13.30 hrs	Lunch Break
13.30 – 15.00 hrs	Group discussion and clarification of remaining questions
15.00 hrs	Closing and Coffee Break

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Remark: The simultaneous interpretation system will be provided in the morning session.