

A LOCAL university hosted its annual seminar to highlight the challenges faced by public relations practitioners in social media.

The seminar, entitled *To Have or Not to Have? Understanding Public Relations Roles in Social Media*, was organised by the Communications Department, Faculty of Modern Language and Communication of Universiti Putra Malaysia.

The speakers comprised Information Department director-general Datuk Ibrahim Abdul Rahman, Petronas Group Strategic Communications senior general manager Liz Kamaruddin and actor Hans Isaac.

Programme advisor Dr Nurul Ain Mohd Hasan said the seminar aimed to provide a platform for public relations (PR) practitioners, academicians and UPM students to discuss the current practices related to the industry in Malaysia.

"This seminar was organised by the Masters in Corporate Communication students.

"It is to equip students with soft skills, learn the various aspects of organising an

# Challenges faced by PR practitioners

event and to discover the elements of PR in the professional world," she said.

Dr Nurul Ain added that the seminar was to encourage industry involvement in the academic area, by having sharing sessions to enhance mutual networking between PR industry players, academicians and students.

"The involvement of industry players in the education arena will directly benefit UPM in terms of sharing expertise. This will enable students to be exposed to the PR industry in Malaysia," she said.

There was also a mini carnival exhibiting the entrepreneurial activities by UPM students who have been using social media as a platform to initiate businesses.

Masters in Corporate Communication student Siti Badariah Abu Bakar said that the seminar provided new input for her to improve the relevant PR practices in social media.



**Providing insight:** Hans, Liz and Ibrahim speaking at the public relations seminar organised by UPM.

"This seminar is relevant. In today's world, it is challenging for PR practitioners as information dissemination on social media is incoherent and vague," said the 33-year-old executive.

Her friend, Hilya Abd Manaf, 28, added that the seminar provided some exposure

for her to know the latest PR practices in Malaysia.

"I am happy to have the opportunity to join this event as I can tap into the information given by the speakers on the challenges faced whether in the government sector or the private sector," she said.