



CONVENTION & EXHIBITION (PUTRAJAYA) SDN. BHD.

PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT

Co-X/CDS/SOP01

Revision No.: 00


Effective Date: 1st November 2022

PREPARED BY

REVIEWED BY

APPROVED BY

		
Name: RAFIDAH MOHD RAZALI SENIOR MANAGER, CORPORATE DEVELOPMENT & STRATEGY CONVENTION AND EXHIBITION (PUTRAJAYA) SDN BHD (Formerly known as Putrajaya International Convention Centre Sdn Bhd) PRECINCT 5, 62000, W.P. PUTRAJAYA	Name: SHAMSUL IRMAN BIN MAMAT SENIOR MANAGER, ACCOUNTS & FINANCE CONVENTION AND EXHIBITION (PUTRAJAYA) SDN BHD (Formerly known as Putrajaya International Convention Centre Sdn Bhd) PRECINCT 5, 62000, W.P. PUTRAJAYA	Name: MAHMUD ANUAR BIN OTHMAN CHIEF EXECUTIVE OFFICER CONVENTION AND EXHIBITION (PUTRAJAYA) SDN BHD (Formerly known as Putrajaya International Convention Centre Sdn Bhd) PRECINCT 5, 62000, W.P. PUTRAJAYA

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1.0 OBJECTIVE

The objective of this procedure is to ensure:

- 1.1 Public relations and communication activities are effectively managed and controlled by ensuring proper approach has been carried out.
- 1.2 Company's corporate image is in good reputation by advising and assisting other departments in terms of effective communication with the public.

2.0 SCOPE

This procedure applies to the respective employee in undertaking all related Public Relations and Communication activities either within or outside PICC.

3.0 DEFINITION

- 3.1 Co-X : Convention & Exhibition (Putrajaya) Sdn. Bhd.
- 3.2 PICC : Putrajaya International Convention Centre
- 3.3 CDS : Corporate Development & Strategy
- 3.4 HOD : Head of Department
- 3.5 CEO : Chief Executive Officer
- 3.6 VIP : Very Important People
- 3.7 CI : Corporate Identity
- 3.8 PR : Public Relation


4.0 RESPONSIBILITIES

4.1 CDS HOD is responsible for:

- 4.1.1 Preparing media release/media write up or CEO speech for media or published publicly.
- 4.1.2 Assisting CEO or HOD in handling visitation from VIP as and when required.
- 4.1.3 Monitoring or updating social media and website content.
- 4.1.4 Monitoring news and media to prepare appropriate analysis.
- 4.1.5 Preparing monthly report on Public Relations and Communication activities.

4.2 Public Relations Executive

- 4.2.1 Assist HOD in preparing press/media kit as and when required.
- 4.2.2 Assist HOD in handling visit from VIP / corporate company as and when required.
- 4.2.3 Responsible in preparing news paper cutting compilation daily and prepare monthly report for management review.

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4.2.4 Assist the HOD to follow-up with media practitioners before press conference or events held at PICC.

4.3 Executive Designer

4.3.1 Prepare artwork/creative design for all collaterals including signages, promotion flyers, etc either for publication or internal display within Co-X premises.

4.3.2 The artwork/creative design must follow company's CI guideline that has been set-out.

4.4 Social Media Executive

4.4.1 Update social media and official website content daily.

4.4.2 Responsible to handling enquiries from social media and website.

4.5 Photographer

4.5.1 Take photos for all events held at PICC.


4.5.2 Perform photo editing as and when required by the HOD/Designer.

4.5.3 Responsible on handling cameras and its equipments.

4.5.4 Responsible for proper storage of all photos for photo banks and library.

5.0 REFERENCE

5.1	ISO 9001:2015	Clause 7.4 Communication
5.2	ISO 14001:2015	Clause 7.4 Communication
5.3	ISO 45001:2018	Clause 7.4 Communication

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6.0 PROCEDURE

6.1 Prepare Media Release

- 6.1.1 CDS HOD/Executive shall prepare media release as and when required by the management either for internal events, advertisement or for online posting in social media or website.
- 6.1.2 The media release shall be relevant according to content/type of promotion/event.
- 6.1.3 CDS HOD/Executive shall communicate with Executive Designer should there be a need to prepare artwork/creative for distribution.
- 6.1.4 CDS HOD/Executive shall then acquire approval from Top Management before distribute the media release to related parties / department.
- 6.1.5 Approved media release shall be kept and file for further reference.

6.2 Handle Press Conference

- 6.2.1 CDS HOD/Executive shall determine event details and prepare press conference checklist such as:
 - 6.2.1.1 Event name.
 - 6.2.1.2 Date, time and venue for the press conference.
 - 6.2.1.3 List of guests and VIP (total number of attendees).
 - 6.2.1.4 PA system and equipment, etc.
 - 6.2.1.5 Cost breakdown
- 6.2.2 If the cost is more than RM50,000.00, CDS HOD/Executive shall obtain approval from Management Committee in the Management Meeting.
- 6.2.3 CDS HOD/Executive shall do media invitation to press/media at least seven (7) days before the event date via email, fax or appointed PR agencies.
- 6.2.4 CDS HOD/Executive shall follow up with the invited press/media at least two (2) days before the event date.
- 6.2.5 PR Executive shall prepare media kits and media release related to the event including media book and guests' book.
- 6.2.6 CDS HOD/Executive shall ensure everything is in order one (1) day before the event date. Any pending matters should be communicate with relevant departments / personnel immediately.

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6.2.7 Personnel that involved for the event shall be ready and standby at least two (2) hours before the event including set-up and rehearsal (if necessary).

6.2.8 Photographer shall prepare necessary arrangement including ensure camera in good condition, battery, others equipment, etc.

6.2.9 Photographer shall advise VIP/guests should there be any photography session before, during and after the press conference.

6.3 Handle Customer Enquiries

6.3.1 Customer enquiries can be in the form of email, phone call, online form, media social – Facebook, Instagram, Twitter, etc.

6.3.2 Social Media Executive shall get further details on the enquiries before replying to customer.

6.3.3 Social Media Executive shall reply customer enquiries within 24 hours via email, social media platform, telephone, etc.

6.4 Media / News Library and News Monitoring

6.4.1 All media/news in regards to Co-X and its business units shall be kept for filing and reference.

6.4.2 The news paper cutting file shall be divided by month and by news provider.

6.4.3 CDS HOD/Executive shall be responsible to monitor news monitoring by appointed agencies daily. If the news provided by agency is not accurate, CDS HOD/Executive shall report back to the agency and request for amendment.


6.4.4 CDS HOD/Executive shall compile agency reports and prepare internal report for analysis such as:

6.4.4.1 Number of articles

6.4.4.2 PR Value

6.4.4.3 Highest PR Value of the month

6.4.5 CDS HOD/Executive shall compile online news report for Co-X business units for future reference.

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7.0 RECORDS

7.1 Event Checklist

7.2 Management Meeting Minutes

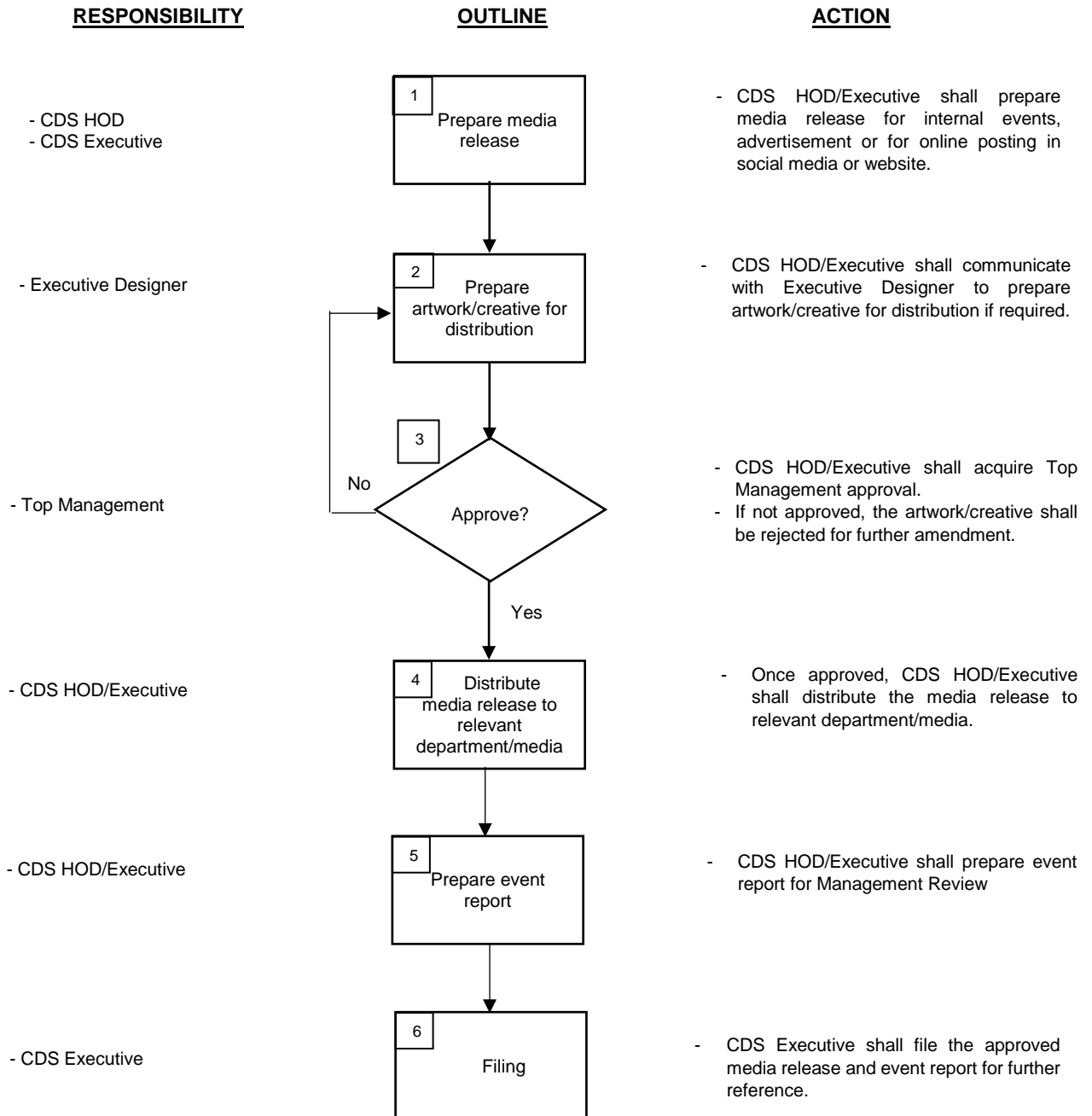
8.0 APPENDIX / ATTACHMENT


8.1 Process Flow

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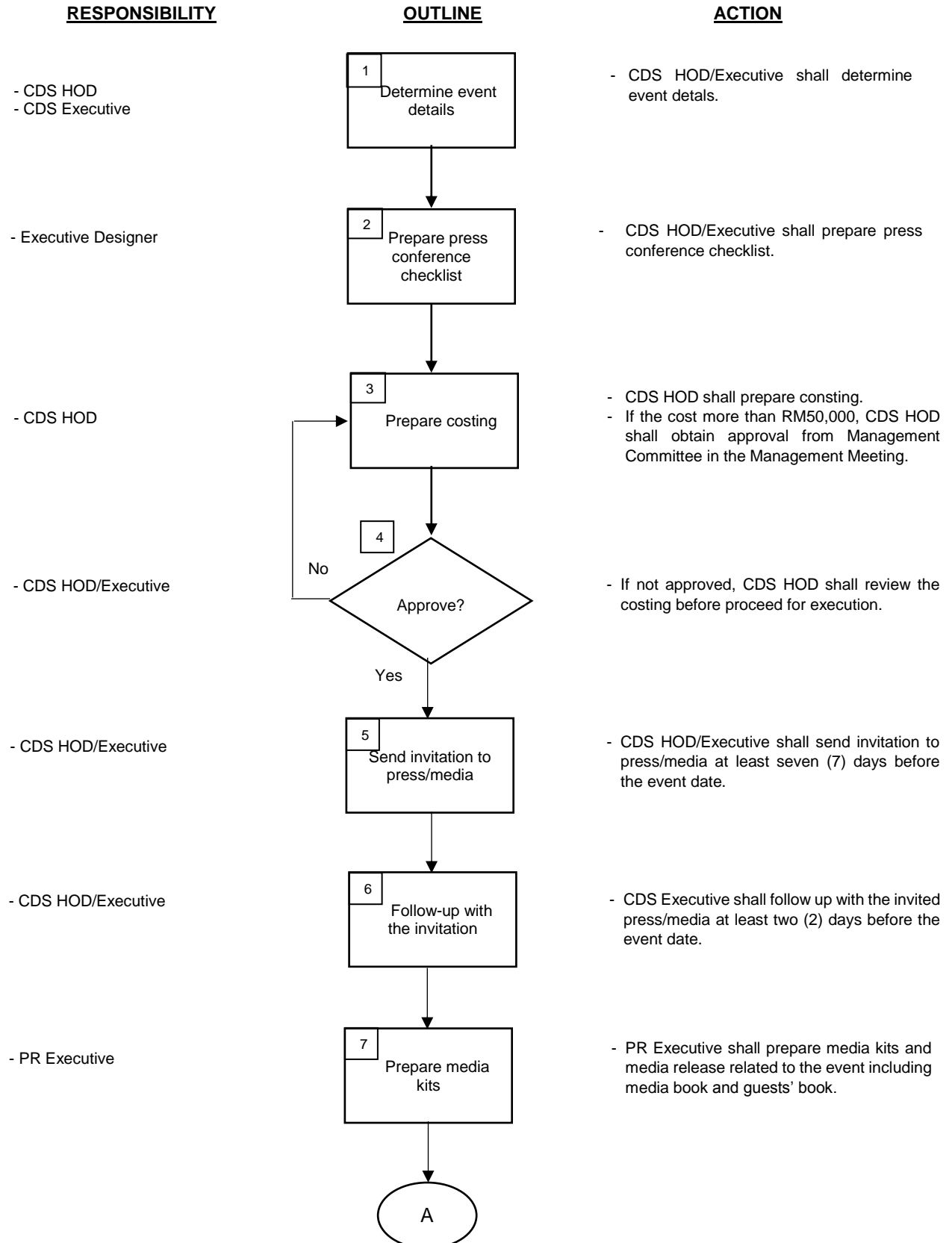
PROCESS FLOW


Prepare Media Release



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Handle Press Conference Arrangement

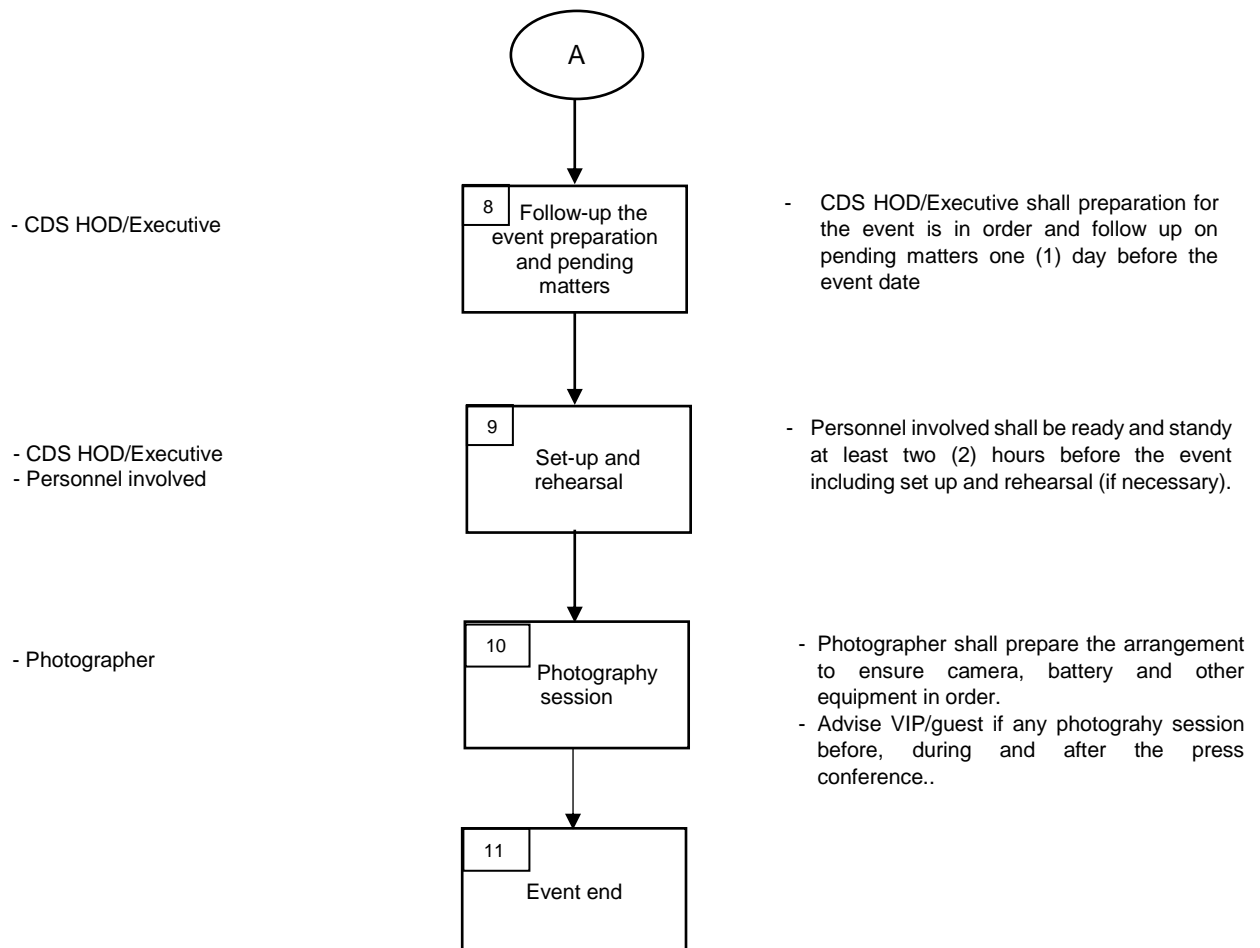



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RESPONSIBILITY

OUTLINE

ACTION



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Handle Customer Enquiries

<u>RESPONSIBILITY</u>	<u>OUTLINE</u>	<u>ACTION</u>
- Social Media Executive	<div>1</div> <div>Attend enquiries</div>	- Social Media Executive shall attend customer enquiries in the form of email, phone call, online, media social – Facbook, Instagram, Twitter, etc.
- Social Media Executive	<div>2</div> <div>Gather details</div>	- Social Media Executive shall gather further details on the enquiries before replying to client.
- Social Media Executive	<div>3</div> <div>Feedback enquiries</div>	- Social Media Executive shall reply client enquiries within 24 hours via email, social media platform, telephone etc.