



KUALA LUMPUR INTERNATIONAL PR CONFERENCE

“Where Crisis Comms Meets Real-World Strategy”

“SINCE 2019, KLIP IS THE GO TO STRATEGIC COMM CONFERENCE”

“YOUR NETWORK IS YOUR NET WORTH”

AI ESG

MESSAGE CONSISTENCY

TIKTOK

POST-CRISIS ANALYSIS

CRISIS

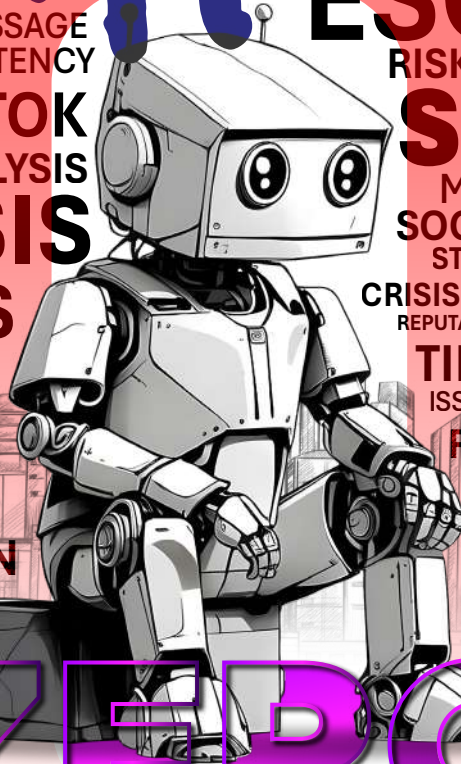
FAKE NEWS

LOCALIZATION

INFLUENCER MARKETING

MEDIA

LOCALIZATION



SENTIMENT ANALYSIS
RISK ASSESSMENT

SCAM

MISINFORMATION

SOC MEDIA

STAKEHOLDER ENGAGEMENT

CRISIS MANAGEMENT
REPUTATION MANAGEMENT

TIKTOK

ISSUE MANAGEMENT

RISK ASSESSMENT

ZERO HOUR

THE TRUST CRISIS PR IN AN AI-DRIVEN WORLD

KLIP 8 • 8.6.2026

Auditorium Azman Hashim AICB
(Near Bank Negara)



KLIP 8 is brought to you by

World Communications

SINCE 1994



GLOBAL ALLIANCE FOR PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT



A MUST-ATTEND GLOBAL CONFERENCE FOR ALL PR, COMMUNICATION AND MARKETING LEADERS



**KUALA LUMPUR
INTERNATIONAL
PR CONFERENCE**

**PROACTIVE.
PREDICTIVE.
PREPARED.**

YOUR KLIP 8 KEYNOTE LEADERS



**KEYNOTE ADDRESS BY
YB DATUK FAHMI FADZIL**
Minister of Communications,
MALAYSIA



JAFFRI AMIN
MD, World Communications
Director, Council Member & Chair,
Global Alliance For Public Relations And
Communication Management
Asia-Pacific Region (GA)
President, Institute of Public Relations
MALAYSIA



DR. (H.C.) PRITA KEMAL GANI
MBA, MCIPR, APR, FIPR
• President, ASEAN PR Network
Indonesia
• Founder and Director,
London School of PR (LSPR).
INDONESIA



JENNIFER MUIR
FCPRA, MPACS
Chief Executive Officer,
She Advocates. AUSTRALIA
Council Member - Global Alliance
Asia Pacific Council



MEDIHA MAHMOOD
CEO, Communications and Multimedia
Content Forum of MALAYSIA



ANA PISTA
Founder and CEO, Ardent
Communications Inc
CEO, AI Centre of Excellence
President, The Public Relations Society
of the PHILIPPINES



ADRIAN CROPLEY
Executive Leadership Coach,
Cropley Communication.
Co-Founder Centre for Strategic
Communication Excellence,
AUSTRALIA



KAREN YAP
Council Member, Institute of Public
Relations of Singapore, Founder &
Director, Kyrah and Song Advisory.
SINGAPORE



PROF. MINJUNG SUNG
Chung Ang University, South Korea
SOUTH KOREA



FIONA CASSIDY
APR, FPRINZ, LPRINZ
Immediate Past Chair, Public Relations
Institute of NEW ZEALAND.



PEING TAJANG
Vice President, Corporate Shared
Services, Sarawak Energy, MALAYSIA



BOY KELANA SOEBROTO
• Head of Corporate
Communications Astra.
• President of PERHUMAS
(Indonesia PR Association) INDONESIA.

GA ASIA-PACIFIC & IPRM TEAM



**PROFESSOR DATO' SRI
DR. SYED ARABI BIN SYED
ABDULLAH IDID**
MALAYSIA
IPRM's Accreditation Board Chairman



**DATO' SRI IBRAHIM ABDUL
RAHMAN**
MALAYSIA
Institute Public Relations Malaysia



DR. WAN NORBANI
MALAYSIA
UITM, Malaysia
Institute Public Relations Malaysia



ERWIN KHAIRUL AHMAD,
MALAYSIA
Institute Public Relations Malaysia



MOHD NUR NAJMI NUJI
MALAYSIA
UITM, Malaysia
Institut Public Relations Malaysia



AZZATULINA PAWANCHIK
MALAYSIA
Institute Public Relations Malaysia,
Wong International Group



**ASSOCIATE PROFESSOR
DR. NURUL'AIN MOHD HASAN**
MALAYSIA
Universiti Putra Malaysia
Institute Public Relations Malaysia



**GESILLE SEDRA
BUOT-ZAMBRANO**
INDONESIA
LSPR Institute, Indonesia



NGUYEN KHOA MY
VIETNAM
Vietnam Public Relations Network



PAMELA YIN XIAODONG
CHINA
17PR & Golden Flag Awards, China



CATHERINE ARROW
NEW ZEALAND
Executive Director
Company - PR Knowledge Hub Ltdk



NORMAN AGATEP
Chairman and CEO of Grupo Agatep
Vice President Public Relations Society of
the PHILIPPINES



RUBY WAN
HONG KONG
Wasabi Creation PR Consultancy,
Hong Kong



**DR. NUTTHABOON (CHUNG)
PORNRATTANACHAROEN**
THAILAND
Thailand Public Relations Association



NINIS MARHAENIS
INDONESIA
ASEAN Public Relations Network

KUALA LUMPUR INTERNATIONAL PR CONFERENCE



8.6.2026

Auditorium Azman Hashim AICB
(Near Bank Negara)

KUALA LUMPUR INTERNATIONAL PR CONFERENCE • 9.00am - 5.00pm
IF YOU DON'T TELL YOUR STORY, SOMEONE ELSE WILL

PROGRAMME

- 8.00am**
- Registration
 - Coffee & Networking
 - Arrival of Invited Guests, Speakers & Partners
- 9.00am**
- COMMS RELOADED : READY FOR WHAT'S NEXT**
Malaysia, ASEAN & Global PR Trends Shaping the Future of Strategic Communication
- JAFFRI AMIN OSMAN** | President and Fellow at Institute PR Malaysia (IPRM), Vice-President and Fellow at ASEAN PR Network, Director at Global Alliance For PR and Communication Management, MALAYSIA
- 9.10am**
- KLIP 8 KEYNOTE & OFFICIAL LAUNCH**
RAISING DIGITAL CITIZENS, NOT DIGITAL CASUALTIES
Why Smart Policy, Strong Governance and Youth Protection Must Lead Malaysia's Fight Against Misinformation, Disinformation and Fake News
by **YB DATUK FAHMI FADZIL**
| Minister of Communications, MALAYSIA
- 9.40pm**
- GLOBAL EYES ON US:**
Communicating The Under-16 Social Media Ban Responsibly
- JENNIFER MUIR** | Chief Executive Officer, She Advocates. AUSTRALIA
- 10.10am**
- FROM CLASSROOM TO COMMAND CENTRE :**
How AI Is Redefining PR & Strategic Communication In ASEAN Higher Education.
Bridging academia, industry, and intelligent transformation
- DR. (H.C) PRITA KEMAL GANI**
| President, ASEAN PR NETWORK INDONESIA
- Coffee Break & Networking*
- 10.30am**
- FROM SEOUL TO THE WORLD : THE K-BRAND PLAYBOOK**
Strategies, Tactics and Cultural Alchemy Behind the Global Rise of Korea's Economy and Pop Power
- PROF. MINJUNG SUNG** | Chung Ang University, South Korea. SOUTH KOREA
- 11.00am**
- FROM INTANGIBLE TO IMPACT**
How AI-Powered Strategic Communication Turns Influence, Trust and Storytelling into Measurable Brand Growth
- ADRIAN CROPLEY** | Former Chair at AIBC Global, Executive Leadership Coach at Cropley Communication, Australia. Director at Hlobal Alliance For PR and Communication Management. AUSTRALIA
- 11.30am**
- BEYOND PROTOCOL AND PAPERWORK**
The Real Art of Government Relations in a High-Stakes, High-Expectation Environment
- PEING TAJANG** | Sarawak Energy Vice President for Corporate Shared Services, MALAYSIA
- 12.00pm**
- WHEN CRISIS GOES VIRAL: LEADING, NOT REACTING, IN THE AGE OF DIGITAL CHAOS**
Malaysian, ASEAN & Global Perspectives on Crisis Leadership, Reputation Rescue & Strategic Trust-Building
- **FIONA CASSIDY** | Immediate Past Chair, Public Relations Institute of NEW ZEALAND
 - **BOY KELANA SOEBROTO** | President of PERHUMAS (Indonesia PR Association) INDONESIA
 - **RUBY WAN** | CEO at Wasabi Creation Ltd. HONG KONG
 - **DR. WAN NORBANI** | UiTM, Malaysia, Insitutut Public Relations MALAYSIA

Panelists

- **JENNIFER MUIR** FCPRA, MPACS | Chief Executive Officer, She Advocates, AUSTRALIA, Council Member - Global Alliance Asia Pacific Council.
 - **DR. NUTTHABOON (CHUNG) PORNRATTANACHAROEN** | Thailand Public Relations Association THAILAND
- 1:00pm** Lunch & Networking
- 2:00pm**
- Special Presentation by London School of PR, INSTITUTE OF COMMUNICATION AND BUSINESS. INDONESIA**
- 2:10pm**
- THE TIKTOK EFFECT : FROM SCROLL TO SALE**
How Authentic Communication Drives Attention, Trust and Real Business Impact in Malaysia's TikTok Economy
-TBC-
- 2:40pm**
- SILENCE IS THE NEW SIGNAL**
The Power Of Digital Bystanders In Our Chaotic Digital Space
- MEDIHA MAHMOOD** | CEO, Communications and Multimedia Content Forum of MALAYSIA
- 3:10pm**
- AI, TRUST & INFLUENCE : REDEFINING STRATEGIC COMMUNICATION IN 2026**
How Responsible AI Is Reshaping Corporate Reputation, Leadership Communication and Stakeholder Confidence
- ANA PISTA** | President Public Relations Society of the PHILLIPINES
- 3.40pm**
- AI TOOLS FOR CRISIS COMM**
Crisis Here, Crisis There, Crisis Everywhere
- KAREN YAP** | Council Member, Institute of Public Relations of Singapore, Founder & Director, Kyrah and Song Advisory. SINGAPORE
- 4:10pm**
- BEYOND LIKES AND LOGICS : WHEN SOCIAL MEDIA MEETS ARTIFICIAL INTELLIGENCE**
The New Strategic Playbook for Corporate & Strategic Communication Leaders in Malaysia, ASEAN & Global Markets
- **ADRIAN CROPLEY** | Executive Leadership Coach, Cropley Communication. AUSTRALIA
 - **PROF. MINJUNG SUNG** | Chung Ang University, SOUTH KOREA
 - **KAREN YAP** | Council Member, Institute of Public Relations of Singapore, Founder & Director, Kyrah and Song Advisory. SINGAPORE
 - **PEING TAJANG** | Sarawak Energy Vice President for Corporate Shared Services, MALAYSIA
 - **ASSOCIATE PROFESSOR DR. NURUL'AIN MOHD HASAN** | Universiti Putra Malaysia, Institute Public Relations MALAYSIA
 - **AZZATULINA PAWANCIK** | Institute Public Relations Malaysia, Wong International Group. MALAYSIA
- 5:00pm** KLIP 8 ENDS

Panelists

AI is not about displacing humans, it's about
humanizing the dgital experience.
~ Rob Garf (Salesforce)

www.klipworld.com.my



@KLIPCONFERENCE

*Note: The above programme is correct at the time of printing. Any changes in programme, titles and/or speakers will not impact the theme or topics proposed. These will be maintained wherever possible.



KUALA LUMPUR INTERNATIONAL PR CONFERENCE



IMPACT OF AI in the PR industry

AI is now part of most PR work but using it well means not relying on it too much to do meaningful public relations strategies.

THE EVOLUTION of Media

Traditional media is no longer the only path to coverage. PR teams need to go where the audience is, not only in big news outlets, but in everyday content channels too.

THE FUTURE of the PR and Comm Profession

PR work doesn't look the same anymore. New tools, fewer junior roles and more flexible setups are changing how PR is done.

KLIP 8 will make us have GLOBAL VISION WITH LOCAL ACTION

KLIP 8 demystifies leadership and communication.



A must-attend global conference for discerning CEOs, CFOs, COOs, PR, communication and marketing leaders.



Meet and network with local, regional and international speakers during coffee breaks and lunchtime.



Corporate communication executives must be ready to embrace new PR strategies and tactics.



Be equipped with global PR & communication global trends insight, PR issues, ESG thrust, digital play, brand trust and leadership reboot.

OUR WORLD CLASS SPEAKERS WILL
SHARE, ENGAGE AND REDEFINE OUR
COMMUNICATION STRATEGIES AND
TACTICS.

GLOBAL VISION, LOCAL ACTION

www.klipworld.com.my



@KLIPCONFERENCE



KUALA LUMPUR INTERNATIONAL PR CONFERENCE

The world's best PR minds. One iconic city. Meet and learn from global PR and communication leaders in Kuala Lumpur, Malaysia, on 8.6.2026. Elevate your expertise and expand your network!
www.klipworld.com.my

KLIP 8 is brought to you by

World Communications

SINCE 1994

KLIP 8 honourable partners



GLOBAL ALLIANCE FOR PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT



PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES



VIETNAM PUBLIC RELATIONS NETWORK

KLIP 8 SECRETARIAT

ADAM

M: +6013.444.6250
adam@world.com.my

AMISHA

M: +6017.279.3771
amisha@world.com.my

T: (603) 2166.3661 • F: (603) 2166.4661
Email : info@klipworld.com.my



KLIP FEE : USD\$500 per pax

KLIP FEE for GA/APRN members: USD\$400 per pax

Packaged KLIP & AI SHE LEADS for GA & APRN members : USD\$600 per pax

All participants will receive a certificate of attendance.

All payments are to be made by



Payment by cheque, cash or online transfer can be made to:

World Communications Network Resources (M) Sdn Bhd
MAYBANK A/C No: 564070612789

GET IN TOUCH WITH OUR SECRETARIAT FOR GROUP PACKAGE

HOTELS NEAR AICB

Majestic Hotel KL - +603-2785 8000

[majestic-hotel-kuala-lumpur](http://majestic-hotel-kuala-lumpur.com)

Aloft Kuala Lumpur Sentral - +603-2723 1188

<https://www.marriott.com/en-us/hotels/kual-aloft-kuala-lumpur-sentral>

Seri Pacific Hotel Kuala Lumpur - +603-4042 5555

<https://www.guestreservations.com/seri-pacific-hotel-kuala-lumpur>

Hilton Kuala Lumpur - +603-2264 2264

<https://www.hilton.com/en/hotels/kulhihi-hilton-kuala-lumpur>

The Chow Kit Hotel Kuala Lumpur - +603 2778 6666

<https://thechowkit.com>

“Artificial intelligence is not a substitute for human intelligence; it is a tool to amplify human creativity and ingenuity.”

~ Fei-Fei Li

www.klipworld.com.my



@KLIPCONFERENCE