



Local News

Public Relations Workshop Benefits Technopreneurs

By Zasika Musdi

Bandar Seri Begawan - A Workshop on "How Entrepreneurs Can Benefit From Effective Public Relations" was conducted yesterday at the iCentre by Geoff Andrews, a Public Relations and Training Consultant.

Mr Andrews, appointed as an 'iCentre Service Partner', delivered the three-hour seminar that deals with the basics of media relations, covering topics such as 'What is Public Relations', 'Key Media in Southeast Asia', 'Benefits of PR', 'How to Write Good News Release' and 'Preparing for TV or radio broadcasts'.

Public relations, according to Mr Andrews, are the act of delivering an effective message to 'your public' in a way that will lead them to think better about you and your company.

The media plays a very important role in the delivery of information, he said, and what is usually sought should be interesting and newsworthy information which are appreciated by and beneficial to a specific audience.

A technopreneur is an entrepreneur whose business involves high technology, and a good example of one is Rano Iskandar, the face behind 'ranoadidas.com'.

"Blogging has taken Brunei by storm," said Rano. "Personally, my blog has evolved from a personal web site to one that caters to informing the public on the happenings in the country."

Mr Rano has created a great rapport with a lot of clients due to his hard work, and he said that his site influences the public in lots of ways. His blog is read by Bruneians both within and all around the world.

"Blogging is an informal channel that could be used to convey messages, comments and information to the public," said Reeda Malik, owner of anakbrunei.com.

"When used to a certain degree, it could educate the readers on subjects they're very interested to know about and at the same time arouse their curiosity about a topic they haven't thought of before.



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"A good example of a blog like this is bruneiresources.com, whose tagline 'helping to foster a better informed Brunei society' gives the reader what they want - intelligent and well-researched information about Brunei Darussalam."

The workshop was attended by PR officers from a number of government agencies involved in high technology as well as the private sector and incubatees of the iCentre.

Those present also shared their point of view on what they thought PR was what they had done for their company, and what they had learnt from the workshop. --
Courtesy of Borneo Bulletin

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