



Three Signs of International Public Relations

First Sign: International Communications Management

Pr practitioners are always in the process of communicating. In fact, the first role of pr practitioners is the communicative role. Therefore, public relations as a management principle, has a communicative aspect and should be managed correctly.

The context of international public relations like any other communications area depends on various cultural elements. In other words, public relations is defined within a framework of cultural, religious, social, and normative pattern in public-global area. It is in this public-global area that public opinion is formed. International public relations is not the cliché of business communications but the presence of pr practitioners in such a complicated area necessitates the use of existing talents to improve their

understanding of the strategic role of public relations from national to international level.

However, this raises the question, how can win the public trust in this public-global area?

For reaching convergence, winning trust, and developing international cooperation, there exist a lot of facilities and capabilities. What pr practitioners should pay particular attention is regenerating the existing facilities and capacities.

Second Sign: Public Relations Tourism

Public relations tourism is not a thoroughly known term in today's literature of international public relations and is applied to several concepts, which all not only lead to lower cost of establishing communications with the outside world, but also improve international communications and image

- Contents:**
- Three Signs of International Public Relations
 - Report on the First PR Educational Tour of Malaysia
 - Evaluation of the tour from attendees' point of view
 - Holding Educational Seminars
 - Relation between East and West Asia
 - Report on the first pr experts' educational tour of Malaysia
 - Gallery
 - Farewell Party in Citytel Hotel



achievements are interpretable in terms of such realities. Therefore, it should be noted that developing scientific and cultural intercourses – which are mainly led by KPR Institute in Iran – is emblematic of an important change in professional policies of public relations and shifting from introverted policy to an extroverted new generation of public relations. Such an interpretation could help creating a new and more proper atmosphere.

of countries.

Proposing “public relations tourism” plan is a new practice for international communications management. It could be used to establish two-way communications with the outside world to prosper tourism industry. However, what is defined in the framework of public relations tourism, mostly refer to the role of practitioners and their perception of international pr, and how to optimize the benefit of capacities regeneration to improve international pr and present the cultural power of countries.

On the other hand, establishing Iran & Malaysia Friendship Association could be a sign of improvements in international pr atmosphere. Holding such tours could probably be an opening for scientific and cultural intercourses, and the efforts of



Third Sign: Global Public Relations

Predicting the future of Iran’s public relations without observing global changes in this field would be impossible.

public relations during a few last decades in public-global level have created an atmosphere in which the analysis of events and developing perspectives without considering the actions and reactions in this filed throughout the world are impossible. No doubt public relations throughout the world during past decades has taken new forms that led to globalization of public relations and new power bases. The successful educational tour of public relations in Malaysia and its notable



independent pr practitioners to reach a national, independent, and native public relations become effective.

Among the five continents, Asia with its

Malaysia:the Real Asia



Kuala Lumpur, center of Malaysia, literally means “a land between two rivers”. The city was built in 1800 AD as a small trading region. But today, it’s the center of political activities and entertainment industry of Malaysia. The most ancient monuments in this country are Sultan Abdul Samad building and Petronas Twin Towers. Petronas Twin Towers, the tallest twin buildings in the world, are in Kuala Lumpur. The city is also called “city-garden” for its



beautiful trees and buildings decorated with colorful lights. Putrajaya, 25 kilometer from Kuala Lumpur, is a super modern city called intelligent city-garden. Once covered with palms, today is also surrounded by trees and there are many parks and gardens besides civic facilities. Orchid Park and Hibiscus Park, Kuala Lumpur Birds Park, and Deer park and National Museum and other museums receive guests from all over the world every day.

Several seminars on international public various cultural and tourist attraction has always attracted great amount of tourists. Malaysia is one of the Asian countries that welcomed different tourists in recent years. Considering its various attractions and picturesque places, there are customizable tour plans for different groups and people. “Salamat datang” meaning “welcome” in Malay is what a tourist hears repeatedly during their trip in Malaysia. Diversity and variety are distinguishing features of Malaysia; because people with different religions and cultures live happily together.

Several seminars on international public



Holding Educational Seminars



relations, reputation management, crisis management, and international communications were held during the one-week tour of Malaysia and all the attendees were awarded an international certificate at the end of the program by Malaysia PR Institute and Limkokwing University. Educational Seminar on “Cultural Public Relations”

Limkokwing University is one of the best in architecture and the arts in BA level in Malaysia. It has a careful planning for making the disciplines purposeful for the students and preparing them for job opportunities. Innovation and creativity are the guiding

by cooperating with several prominent universities in England, Australia, and New Zealand, and also implementing cutting edge programs, and is continuing to shape a brighter future.



A half-day educational seminar on cultural public relations was held in the university and all attendees were awarded a certificate.

Relation between East and West Asia

Mehdi Bagherian’s Speech

principles of this university. The variety of disciplines and the great facilities give Limkokwing University a higher status among other universities. The students are expected to forget inaction and fustiness and find new and creative solutions for old problems. Limkokwing is a multinational university and it has proved its high international quality

As you know, the capacities developed in Asia at the end of 20th century, included India and China besides Japan in the world ten top strong economies and ASEAN, as a symbol of this regional convergence, guaranteed economic growth for the countries in the region. And today, countries such as China, Singapore, Thailand, and



North and South Korea, known as South East Asian Tigers, manifest a marvelous convergence. Even Japan which tended to be separated for some time, is moving toward this convergence. Therefore, on the one hand, East Asia and on the other hand, West Asia (ECO) are moving towards economic development. There are also the geo-economic Gulf Persian and Iran Plateau, great potentiality for economic growth in West Asia.

This raises the question, how much could we, pr practitioners, be effective in increasing a two-way convergence among East and West Asian countries, especially Islamic countries? And claim that the main role of public relations practitioners is establishing communications.

Fortunately, one of the purposes of this travel is to create a strategy with the help of our colleagues in Malaysia and other Islamic countries to establish, develop and



reinforce communications. Such cooperation provides us mutual economic benefits and reinforces Asian culture and eastern strong identity. It also helps us encounter the foreseeable threats.

All Asian and Islamic countries have common cultural background and economic base. Mutual understanding of lagging behind the other countries and the idea of Asia for

Asians caused commonality that could lead to an effective communication between East and West Asia.

Iranian Delegate Proposes Mutual Understanding With Bernama

KUALA LUMPUR, Dec 10 (Bernama) -- The Iranian Association of Public Relations Specialists (IAPRS) has proposed a mutual



understanding with national news agency Bernama to present a positive image of Iran. Mehdi Bagherian said the negative propoganda by the western media towards Iran could only be countered by establishing relations with another Islamic country. He said the Iranian government had announced 2007 as the Year of National and Islamic Unity and the main agenda was to promote unity among Muslim countries via their news agencies.

Bagherian, who led a team of 50 KPRI-ICPR delegates to Wisma Bernama this morning, attended a briefing with Bernama's senior executives led by deputy editor-in-chief Salbiah Said.

Report on the first pr experts' educational tour of Malaysia

Malaysia, The Land of Friendship and intercultural interaction



... with the help of pictures and models in a way to be attractive and comprehensible for them. The walls of the building were covered with pictures of Malaysian scientists and prominent figures in science which encourage students to choose such role models for them.



Iranian pr managers and experts were given a tour of Malaysia on Dec. 5-12 by KPR Institute for the first time.

In this one-week tour, 50 pr managers and experts from Iranian governmental and private agencies became familiar with the status of public relations and scientific and cultural centers in Malaysia and exchange their experience and ideas with their Malaysian counterparts. Here is a report on this one-week trip to Malaysia.

Meeting the Minister of Information and Publicity of Malaysia

We could only arrange a short meeting with the Minister of Information and Publicity of Malaysia Due to his busy schedule. The Minister wished ICPR delegation an enjoyable stay in Malaysia and a fruitful educational trip. ICPR delegation also attended the luncheon arranged for them.



Visiting the Center of Science & Technology in Kuala Lumpur

The first program on Dec. 6th was visiting the Center of Science & Technology in Kuala Lumpur. One of the main purposes of this center is to familiarize Malaysian students with different areas of science such as physics, chemistry, engineering, automobile industry, satellite system, astronomy, wood and paper industry, aerospace, agriculture,

Meeting the managers of the International Association of Business Communicators

Iranian pr experts and managers met the managers of the International Association of Business Communicators in a friendly atmosphere. Ms. Nick Anis, head of the Association, warmly welcoming ICPR delegation, asked for extension of communications and cooperation with Iran. According to Ms. Anis, one of the main purposes of the Association is paving the ground for exchanging information and experience with world markets. "After independence, Malaysia made effort to become an industrial and trade pole in the

world through the 5-year plans and to be able to provide a high level of welfare for people. Nine 5-yearly programs have been implemented till now” said Anis. 80% of Malaysia’s development, she asserted, owes to good communications and extending public relations.



Attending a seminar on cultural public relations in Limkokwing University, establishing Iran-Malaysia Public Relations Friendship Association



On second day, ICPR delegation attended a half-day seminar on cultural public relations in Limkokwing University of Creative Technology (LUCT).

According to Faridverd, head of architecture department, the university was founded in 1991 on creativity and innovation. “There are 6,000,000 students in the university of which 51% are foreign and come from 90 countries. We succeeded in reaching the highest level of educational quality due to foreign students.” Said Faridverd. “One of the main purpose of the university is educating creative students for the future of Malaysia; students that would be able to think globally and pave the ground for cultural communication despite ethnic diversity”. Mohd Hamdan Adnan, head of Malaysia Public Relations Institute, emphasizing on

the necessity for public relations naturalization said: “the knowledge of public relations does not belong to only one or two countries and its western or American version could not be the solution for everyone. Each country should acquire this knowledge and adapt it for its own.” He believed that planning for effective communications and interactions between the government and people would only be possible through scientific and efficient public relations. “Effective communications is a necessity for countries seeking development,” He said. “Iran is an ancient great civilization and no doubt it has scientific communications and public relations since old times. Our prophet’s advice to Muslims is to seek knowledge even if it is in China. Thus establishing communications and relations with other nations has always been a must in culture of Iran.”.

One of the purposes of public relations, he asserted, is helping countries to show a real image of them. “Unfortunately, most western and American media are showing an unreal image of Asian countries and Muslims. Therefore, it’s public relations responsibilities to clarify and show the realities of Islamic countries through media market.” he continued.

Mehdi Bagherian, head of KPR Institute and head of ICPR delegation, thanking Ms. Shameem, head of ASEAN public relations department, and Malaysia PR Institute, said: “exploiting pr initiatives of Islamic countries, exchanging information and experience in



this field, and showing the capacities of Iran’s public relations are the main purposes of Iranian pr managers and experts’ travel to Malaysia.” He added: “within the framework of pr categorization theory, we try to show a real image of our country to





the outside world, especially Islamic and Southeast Asian countries.”
 “Holding Iran International PR Conferences for four years and arranging this educational tour are course of KPR Institute’s actions for extending and introducing Iran’s public relations and showing a real image of Iran



to public opinion in public-global level.” He continued. He claimed that the present image of Iran is a product of negative news from American international news agencies on war, violence, and nuclear power. He added: “we are trying to change this image in global level and do our best.” He



gave a report at the end of seminar on the status of public relations in Iran, education and published books in this field and announced launching Iran-Malaysia PR

Friendship Association.

Dr. Ahad, from Malaysia business community said in this seminar: “last year I traveled to Iran and found it an advanced, beautiful country with rich culture. The embargos against this country lead it to development,” he continued “Before traveling to Iran, the image I had in mind of this country was the false information I received from western media.”

Ms. Shameem, head of ASEAN public relations department, also said in this seminar that the demand for public relations is decreasing and working in this field for responding this demand are improving. “Public relation is not a chic and comfortable job. It’s rather a science and activity that necessitate lots of efforts and patience. Such educational tours speed up this improvement.” She said.

Visiting the advanced new city Cyberjaya and Prime Minister Office

ICPR delegation visited the new city Cyberjaya in the afternoon of second day. The original idea of building this city is Mahathir Mohammad’s. It has the



infrastructures for founding multimedia companies. It has a population of 41,000 and predicted to reach 150,000 by next year. It is ready for investments and a life on welfare. The Prime Minister Office is in this city and 70% of Ministries and governmental organizations are being transferred to it which decreased 35% of traffic in Kuala Lumpur.

70% of the design of the city is inspired by symbols of Malaysia and the rest is based on symbols of other countries in the world including Iran.

A forum with members of Institute

of Public Relations Malaysia

“The Association was founded in 1992 and has 950 members. The education department is very active. It has students from Australia, Thailand, Kenya, and Hungary besides Malaysia. It provides pr courses in three universities as well.” said Ms. Shameem, head of ASEAN public relations department and alternate to head of Malaysia PR Association.

According to Ms. Shameem, Association



members belong to private sector (50%), public sector (20%), and universities (10%). The rest 20% belong to other institutes and organizations. Since 2005 the students are awarded accreditation certificate with validity in international level. This year only 6 students were accredited. “10 state universities offer pr courses in all levels (BA, MA, and doctorate) as a branch of mass media. Two universities in Australia and one university in England offer pr for Malaysia as an academic discipline.” she said. Ms. Hamidah Karim, the Dean of public relations in Malaysia, said in the Association



luncheon: “Before traveling to Malaysia, what image did you have in your mind of this country? We do our best to show a correct image of our country and provide the highest level of satisfaction for customers.” She continued: “public relations should plan for creating a real image in customers’ minds because customer is the

king. It is obligatory for large companies to accept CSR and cooperate with neighboring communities and publics.” She added “communications is a lifeline for working with media, government, and industries. Because silence and stillness damage corporation’s image for its publics. ” “Human rights, war, environment, outcomes of new technology are the new crisis the world is facing.” said Sheikh Soleyman Esmaeel, university professor and expert in crisis management, in this luncheon. “Public relations should have good communications with media and government to be able to counsel the management. Through effective communications crisis could be identified in advance and be handled.” he continued. “Establishing a crisis management committee including human resource, public relations, marketing and legal managers, could be a solution for dealing with crisis.” he added “Thought plays an important role in crisis management. Honesty, clarification, and planning are among the most important elements for avoiding crisis.”

Minister of Women, Family and



Community Development

ICPR delegation met the Minister of Women, Family and Community Development and her assistances and talked about the role of communications in this area. Ms. Shahrizad Abdul Jalil, the Minister, welcoming the Iranians, said: “Fortunately, there are good cultural relations between Iran and Malaysia.”

“Iran has improved greatly in the area of social security. Visiting Kahrizak nursing home was a memorable day for me and I mention it in my travels to different countries. ” She said. “I congratulate Iran on its good public relations network and establishing relations with other countries especially Malaysia. I hope such educational tours reinforce and extend the relations between

two countries.”

“Improving the level of women management in Malaysian society is one of the most important purposes of this Ministry. Revitalization of women rights and involving more women in management posts are among the other purposes of Ministry of Woman.” said Dr. Sharif, her assistant in women affairs.

Mehdi Bagherian, head of ICPR delegation, called Malaysia a beautiful, systematic country and a manifestation of advanced and modern Islam. He also gave a report on women’s status in Iran. He pointed out surpassing women students and decrease of retirement age for women.

Visiting BERNAMA, Malaysia governmental news agency

ICPR delegation became familiar with news production during their visit to BERNAMA news agency. Ms. Sarbia, economics editor, said: “BERNAMA national news has active agencies in America, Europe, Asia and especially Middle East. It has a television



channel in Malay, English, Chinese, and Indian and a 24-hour radio channel. One of our main purposes is to change the negative image of Islam and Islamic countries and we are interested in cooperating with Iranian media.”

“There are 150 radio stations in Malaysia of which 20% are private and BERNAMA is



the only 24-hour channel.” Said Mr. Oupin, manager of BERNAMA radio channel. “There is no music or commercials in this channel. It is just broadcasts the most important news every one hour. It addresses 4,000,000 audiences at present. ” During this visit, Bagherian said: “national



union and Islamic cohesion is this year’s slogan in Iran and realization of this slogan depends totally on public relations efficiency. The role of public relations in paving the way for economic and social development is undeniable.”

By referring to ASEAN and ECO in East and West Asia, he continued: “Cooperation and convergence of these two regional organizations may help taking a major step towards cohesion, empathy, and Islamic union.”

“Public relations can play a key role in reinforcing convergence between Islamic countries. Familiarization with different cultures in the region, especially Islamic countries and showing a real image of Iran are the most important purpose of this tour.”

Visiting the Kuala Lumpur City Council

“One of our goals in City Council is creating a global outlook for Kuala Lumpur.” said Mohammad Khalegh Sadigh, pr manager of Kuala Lumpur City Council. “Kuala Lumpur can satisfy every kind of taste.” he added. “Civic management of Kuala Lumpur and dealing with cultural, sports, urbanization, green belt, intercity train, traffic, tourism, mosques, and ... issues are among the Council responsibilities.” he continued. He called Kuala Lumpur the sister of Isfahan in Iran.

Head of Sirjan City Council and pr manager of Ahvaz City Council also gave a report on their operation.

Visiting Malaysia Street Times Newspaper

Malaysia Street Times Newspaper was founded in 1845 and is 162 years old now. It is published in Malay and English. Its daily circulation is 300,000 and 140,000 in Malay and English respectively. It was banned only once in World War II by Japanese and was published under another name.

“It has a regular audience of about 10 million 100 thousand. It has 19 agencies in Malaysia and publishes four publications every day.” said Van Abdullah, business vice president of the newspaper.

“The newspaper has special magazines on IT, traveling, education, real estate, sports, automobile, and advertising magazines.” he added.

In response to the question about the most important challenges of the newspaper the editor in chief said: “Competition with radio, television and websites are the greatest challenge the newspaper faces.”



Mehdi Bagherian, head of ICPR delegation, said: “the image of Iran in Western media is totally negative. It is always mixed with war and nuclear weapons which is not true.” “Peace, friendship, and hospitality are what you will find in Iran and one of the purposes of this tour is to show a real image of Iran.” he continued.

“Establishing Iran-Malaysia PR Friendship Association is a great achievement of this trip.” he added.

He also gave a report on the status of the press in Iran. He continued: “The first publication, “Kaghaz-e-Akhbar” was published in 1837. 60 widely circulated newspaper and 3,000 publications are published in Iran now. For every 1,000 people in Iran, 40 copies of a publication are published.”

Visiting Malaysia Telecom Tower

The last day, ICPR delegation visited

Malaysia Telecom Tower. Dr. Yousef, international affairs manager of Kuala Lumpur Telecommunications Center said: “The center was established in 1968 and the industry showed a great improvement



in 1990s”.

“In 2001 we succeeded in offering service in international level and in 2003 we launched the largest mobile communications service in Malaysia.” He continued. “We have telecommunication relations with Iran, India, Bangladesh, and Thailand.” “Cultural differences between countries are one of the obstacles to international cooperation in telecommunications area.” he explained. “Good publications and effective communications are the only way for understanding different cultures and extending cooperation with other countries.” Mehdi Bagherian, head of ICPR delegation said: “I’m glad to leave Malaysia with a good memory. Malaysia is a meritorious representative for Islamic countries.” “We experienced friendship, empathy, tact, and peace in Malaysia.”

Other visits of Iran delegation

ICPR delegation also visited Petronas Twin Towers, the tallest twin buildings in the world, the largest aquarium of Indian Ocean marine creatures, Port Dickson and historic city state of Melaka, one of the largest tropical Kuala Lumpur Birds Park, and Kuala Lumpur Mosque.

Closing ceremony and certificate awarding

Last day evening, Iranian pr managers and experts were awarded certificate in a farewell party. Ms. Shameem, head of ASEAN PR



department who was in charge of coordination for this tour said: "I did my best so that this tour would have a satisfactory outcome and now I feel that it happened." Mehdi Bagherian, head of ICPR delegation said in this ceremony: "The idea of this trip goes back one year and now that it has been realized, it shows us that there is a great potentiality for such programs in our country."

"Despite all weaknesses in the trip, I'm happy of conducting this tour" he added. "And I thank our hosts, Ms. Shameem and Malaysia PR Association."



Ten Serin Arefin, one of the most active businessman in Malaysia, hoped that the Iranian guests enjoyed their stay in Malaysia and gained useful experience. He



considered the role of public relations very important in this century. "Public relations has a key role in extending experience and today's market." he explained "Ethics, clarification, and communications are the main principles of business."

Ghorbanali Tangshir, one of the supervisors of the tour said: "Malaysia is a country with genial and warm-hearted people." Ghassabi, one of the members, also talked about kindness and hospitality of Malaysians. Ms. Bagheri, another member said: "Malaysia is the boast of Muslims and this trip was a good opportunity for familiarization with this country and its kind people."



Farewell Party in Citytel Hotel

Life is like a dream

Shameem Abdul Jalil, head of ASEAN PR Department

Life is like a dream. We have been planning with Simin for this tour since 3 months ago and now you are leaving us in a few hours. I would like to thank Mr. Bagherian who



made it possible to gather the friends from Iran and Malaysia and I thank everyone for their patience. I wish to see you again in Mehdi's group.



Realization of Professional Dream

Mehdi Bagherian, head of Iran’s Delegation Establishing international communications was one of KPR Institute’s dreams and holding educational programs and tours is a way to provide such communications. In 2006, the first tour was arranged with very few people in India. All the efforts made in this area during previous years, showed us that there are lots of potentiality in Iran’s public relations



community that let us extend our relations with public relations society throughout the world. One of our professional dreams has been realized with your help. Of course you know that KPR Institute has been the pioneer of international communications in the field of public relations within last 55 years. Now, at the end of this trip, I feel happy and I would like to thank Malaysia PR Association, especially Ms. Shameem and other Malaysian friends for their full cooperation. They even were following up personal problems of group members. I also thank all the people who helped us in conducting this tour.

Words could be Sharper than Sword

Ten Seri Arefin

The way you were applauding and your facial expressions at the end of Mr.

Bagherian and Shameem’s talk, shows that you are all satisfied with the program. I thank Mr. Bagherian for his effort to organize this tour for fifty people which I believe was a difficult job. I hope you enjoyed your stay in Malaysia, visited spectacular sceneries and places in Kuala Lumpur and noticed how people live in peace despite ethnic diversity. Tourism is now an important part of Malaysia’s economy. I thank Mr. Bagherian for his effort to improve Iran’s public relations. According to Islamic tradition, knowledge should be sought even if it is in China. Therefore, I respect your efforts to increase your knowledge by traveling to such a far away country.

Public relations plays an important role in my life as a businessman. Today, ethics, clarification, constructive criticism, and communications are musts for business development and are recommended in Islam and other religions.

Pr practitioners’ main responsibility is to create and convey message and test it to be sure of its truth. Words could be sharper than sword; therefore we should be responsible for and sensitive to establishing correct communications. I’m optimistic and believe that good public relations could result in business prosperity. I’m ready to share my personal experience with you. I started my business by 3 people without inheriting a penny from my father. Tireless efforts and good public relations are the keys to my success and now I have 100 employees.

Comments of group members

Hasan Rajabi

It was a nice trip. We visited and benefited from different educational facilities in Malaysia. I thank all the organizers of this program.

Zahra Bagheri

It was excellent. Malaysia is an advanced Asian Islamic country and a source of pride for all Muslims.

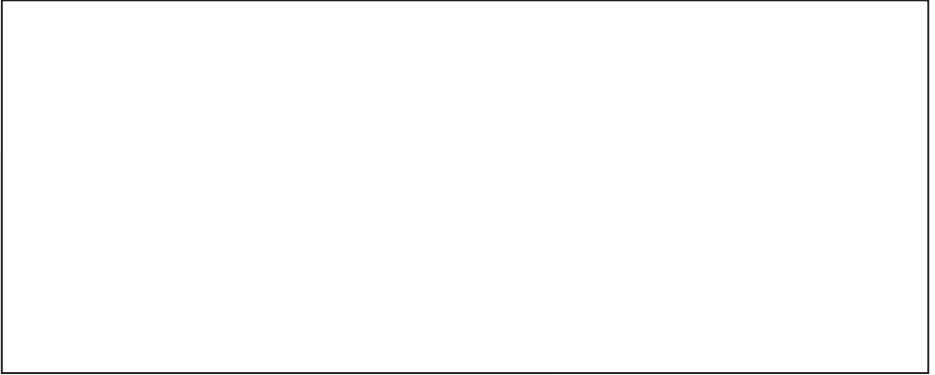
Esmaeel Ghassabi

Great ideas bring greatness. Malaysians are nice, kind and polite people. Beauty, amenity, hospitality, and kindness were the only things we experienced in Malaysia. I thank the organizers of this trip.

Ghorbanali Tangshir

Malaysia is a country one loves to travel to over and over again; a beautiful country with nice and kind people. I thank all my companions in this trip.





Evaluation of the tour from attendees' point of view

The purpose of this survey is to identify and review the strong and weak points of the mentioned trip. The attendees were asked to complete a questionnaire containing 20 questions.

Here is the processed data taken from questionnaires. 91% of the attendees ranked the tour good or excellent.

Strong points:

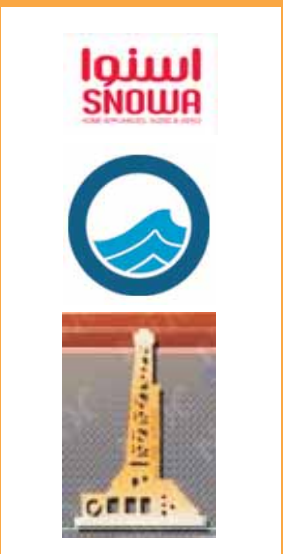
1. Gathering of people interested in public relations in a specific time and place

2. Meeting the authorities of Malaysia such as the Minister of Woman and Minister of Information
3. The kind treatment of organizers and hosts
4. Good and careful management and planning of the organizers
5. Selecting a proper, beautiful, and Islamic country and kind hosts
6. Good familiarization with Malaysia
7. The high quality of meetings and educational and official programs
8. Sharing experience with Malaysian colleagues in pr field

GALLERY



GALLERY





Report

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Kargozar Public Relations Institute

Published by:
 Kargozar Public Relations Institute
 Legal Manager: Mehdi Bagherian
 Manager of Intl. Affairs: Z. Babazadegan
 PO Box: 19395/6986 - Tehran, Iran
 Website: www.icpr.ir
 Email: info@icpr.ir