

----- Forwarded message -----

From: **IPRMSA UUM CHAPTER** <iprmsa.uumchapter@gmail.com>
Date: Sat, 18 Sep 2021, 19:15
Subject: PARTNERSHIP LETTER APRC 2021
To: <info@ugm.ac.id>, <fisipol@ugm.ac.id>

Ruj kami: UUM/HEP/IPRMSA-MT/M-7(245)

On behalf of the Institute of Public Relations Malaysia Student Association (IPRMSA-UUM CHAPTER), it is with great pleasure that I invite you to this year's **Asean Public Relations and Communication Conference (APRC) 2021**. Our theme for this year is **"Organizational Sustainability and Survival in this Digital Era: Insights From Public Relations"** will be held on 4th and 5th of October via FB Live.

This conference is a platform to discuss current issues and put together great ideas for us and the future generation. We would be delighted to see new faces with fresh and original ideas to join our event this year.

Partakers are divided into three categories: Presenter, Abstract and Participants which are all available to choose from based on your preference. Attached together with this email, you may find the promotional posters for our event.

Additional about the event, together with details on the fees and steps to register can be obtained via our Instagram on our club's page, @iprmsaum

You can also reach us at our website by using this link <https://aprc2021uum.wixsite.com/my-site>

We would be extremely grateful to have your students join our event to nurture new connections and broaden the existing networks. For further inquiries, you may contact the secretariat of the program as follows.

Program director : Saudari Nurul Atikah bt Naguib (No tel: 017- 9854582)
Program secretary : Saudari Nur Afiqah Hanim binti Anis (No tel: 011-37119173)

Please find that we have also attached together with an attendance form if you choose to partake in our event. We look forward to hearing from you. Your time and consideration are much appreciated.

"PRIHATIN RAKYAT: DARURAT MEMERANGI COVID-19"
"BERKHIDMAT UNTUK NEGARA"
"KEDAH SEJAHTERA - NIKMAT UNTUK SEMUA"
"ILMU BUDI BAKTI"

Regards,



JABATAN HAL EHWAL PELAJAR
STUDENT AFFAIRS DEPARTMENT
 UNIVERSITI UTARA MALAYSIA
 06010, UUM SINTOK
 KEDAH DARUL AMAN
 MALAYSIA



Tel 604-928 4011
 Faks (fax) 604-928 4016
 Laman Web <http://hep.uum.edu.my>

UUM/HEP/B2P/A-7/1
 19/06/2021

Mr/Miss

270292
 NURUL ATIKAH BINTI NAGUIB (Pengarah Projek)
 INSTITUTE OF PUBLIC RELATION MALAYSIAN

Saudara / I

APPROVAL TO UNDERTAKE PROJECT: ASEAN PUBLIC RELATIONS AND COMMUNICATION CONFERENCE (APRC) 2021 - ORGANIZATIONAL SUSTAINABILITY AND SURVIVAL IN THIS DIGITAL ERA:

With regard to the above, I wish to inform you that The Deputy Vice Chancellor (Student Affairs and Alumni)/ Assistant Vice Chancellor has approved your request to undertake the said project.

The approval is subjected to the following terms and conditions:

Start Date : 04/10/2021 End Date : 05/10/2021
 Venue : Universiti Utara Malaysia, Sintok Kedah
 Participants : COMMUNITY

Budget Approval

Contra (Club) : RM 1500.00
 HEP/INASIS/Academic College : Nil (Pending on current available account balance)
 Collection (off campus) : Approved
 Collection (on campus) : Approved

Please submit a copy the project report before 15/10/2021

Late submission of the report (after the stipulated date) will result in non-payment of any claims.)

For any purchase of items over RM2500.00, you must have a price quotation from the supplier to be submitted to the Student Affairs Department (HEP)/Academic College/JPMDPP before the commencement of the said activity.

Students who are participating in an off campus activity must duly complete the indemnity form available at the Student Affairs Department/Academic College

"BERKHIDMAT UNTUK NEGARA"
"KEDAH AMAN MAKMUR-HARAPAN BERSAMA MAKMURKAN KEDAH"
"ILMU BUDI BAKTI"

Yours sincerely

ROSLEE BIN MARDAN

Roslee bin Mardan
 o.b. Deputy Vice Chancellor (Student Affairs and Alumni) / Assistant Vice Chancellor

Copies : - Deputy Vice Chancellor (HEPA) - Dean, Student Development & Alumni
 - Assistant Vice Chancellor - Director, HEP





UUM
Universiti Utara Malaysia

PROGRAM ATTENDANCE FORM

PROGRAM : Asean Public Relations and Communication Conference (APRC) 2021

DATE : 4 & 5 October 2021

TIME : 10.00 am – 12.00 tengah hari

| | |
|--|-------------------------|
| | Yes, I will attend |
| | No, I will be attending |

Name of officer/student representative:

Position :

Telephone number :

Name of organization :

Please return this form to Nur Alya Humairah (012-7277121) via email

iprmsa.uumchapter@gmail.com

Organised by:





CONFERENCE FEES

LOCAL PARTICIPANTS
(MYR 50)

INTERNATIONAL PARTICIPANTS
(USD 20)

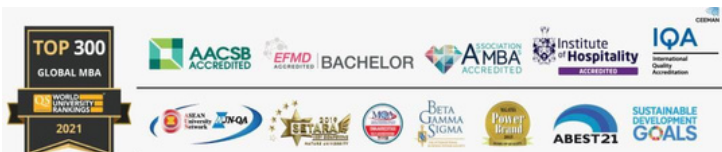
STUDENTS OF UUM
(MYR 50)

ANY INQUIRIES:

+60189720944 (MS. AIN)

+60166991710 (MS. TANUSHA)

Organized by:





CALLING FOR PRESENTER



DATE SUBMISSION:
~~10 SEPTEMBER 2021~~

NEW DATE:
25 SEPTEMBER 2021

CONFERENCE FEES

LOCAL PARTICIPANTS
(MYR 50)

INTERNATIONAL PARTICIPANTS
(USD 20)

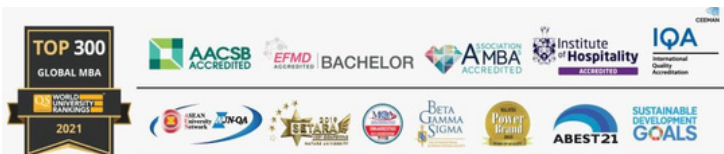
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THE INSTITUTE OF PUBLIC RELATIONS
MALAYSIA STUDENT ASSOCIATION
(IPRMSA)
Universiti Utara Malaysia



ENTREPRENEUR



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AIM OF CONFERENCE

- Provide dialogues, presentation and open sessions between students of higher education institutions in the ASEAN region.
- Build cooperation close relationships among students of Public Relations and Communication in ASEAN with the "Organizational Sustainability and Survival in the Digital Era: Insight From Public Relations" in the ASEAN region.
- Provide a platform for students in Malaysia and other ASEAN countries to discuss and share their knowledge concerning the developing the field of public relations and communication.
- Building relationship between the positive culture among students at institutions of higher learning in Malaysia as well as students in the ASEAN region.
- Create a vision of peace, harmony and cooperation among higher education institutions in the ASEAN region.

SUBTHEME

- Digital communication
- Crisis communication
- Ethics in communication
- Creativity value in communicators

SUBMISSION GUIDELINES

- The abstract must be original and have not been previously accepted in any journal or under consideration for publication elsewhere.
- All abstract must conform to APRC standard- single-column format set in MS Word Template (Template can be downloaded from APRC 2021 website).
- The abstract must be written in English with a maximum of 300 words.

Organized by:



CALLING FOR PARTICIPANTS



DATE SUBMISSION:
~~10 SEPTEMBER 2021~~

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25 SEPTEMBER 2021

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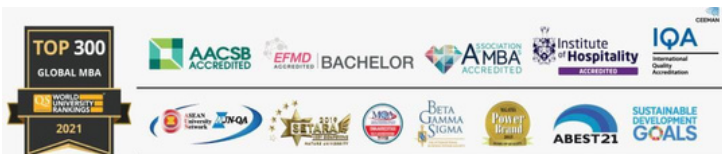
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