

# CYBER PERSUASIVE COMMUNICATION

**Magdalena Wenas, CPPR., M. Comm.**

## COURSE OBJECTIVE:

Defining cyber persuasive communications starts with an understanding of what cyber space is, the virtual realm that the word cyber, in cyber persuasive communications, relates to...

Persuasive communication is one of the most widely practiced types of communication, but you may not even know you're doing it. You use persuasion every day, through writing, phone calls, face to face interaction and nowhere day trough the cyber world.

Differ the importance betwen Cyber *Intrapersonal-Interpersonal-Group-Public and Mass* Persuasive Communication to build your reputation and your organization reput

## KEY BENEFITS:

1. Reputation resilience matters : Consider this, you can't build a resilient company without considering whether or not your reputation can also withstand the fallout from a cyber incident.
2. Understanding the technology and cyber persuassive communication that becomes more social and fragmented.
3. Adapting to trends, event and stakeholders in your environment
4. Get smarter about your cyber persusassive communication focuses on relationship, symbolic action and persuasive communication
5. Everybody in the organization (nowhere days) are communicastors and should master the effectiveness of cyber persuasive communication

## COURSE AGENDA:

### DAY ONE

- The Growth of New Technology
- The Digital Revolution
- Interactivity and Real People
- Persuasive Communication Focusing on Relationships

### DAY TWO

- Not-So-Secret Ingredients for Persuasive Communication
- Building and Maintaining
- Interactivity and Real People
- Persuasive Communication Focusing on Relationships

### DAY THREE

- Protection of Intellectual Property
- Individuals as Gatekeepers
- Individuals as Publishers
- Cyber Persuasion Communication as An Equalizer

## WHO SHOULD ATTEND

Anybody :

The illiterate of the 21st century will not be those who can not read and write but those who can not *learn-unlearn and relearn* (Alvin Toffler)

## COURSE LEADER:

**Magdalena Wenas** has over 25 years of managerial experience in the field of Public Relations and Corporate Communications, Strategic Planning and Organizational Development. She has a Bachelor Degree in Psychology from University of Indonesia.

She is the first Asian to receive Master of Corporate Communication from Erasmus University, Rotterdam.

She is the Founder Strategic Reputations Management Center Indonesia and Chairperson of M-PR Cons Indonesia a Jakarta-based and consultant company which works with national, multi-national clients in PR and a wide range of social campaigns.

She is President of the PR Society of Indonesia, Chairperson of Center for Strategic Communications and Reputation Management and Head of Public Service Committee – Integrated Communications Studies.

**For Details Information Please Contact To  
PT. Loka Datamas Indah  
LDI Training**

Phone : +62 21 6326911  
Fax : +62 21 6305074  
E-mail : [Lditrain@indo.net.id](mailto:Lditrain@indo.net.id)  
Website : [www.Lditraining.com](http://www.Lditraining.com)