



Persatuan Alumni Pengawai Tadbir & Diplomatik

(PTD Alumni)

Institute of Diplomacy and Foreign Relations

(IDFR)

Islamic Development Bank Alumni

(IDB Alumni)

University of Southern California Alumni

(USC Alumni)

**Middle East Revisited:
Geo Strategic Implications, Democratic
Transformation Challenge and Economic Potential
(Case of Egypt) Public Forum
Post Mortem Report
January 2013**

Institute of Diplomatic and Foreign Relations, Kuala Lumpur

Thursday, 31 January 2013

Contents

Overview	1
About Middle East Forum	1
Activity Round Up	2
Activities for Middle East Forum	2
a) Guest-of-Honour	2
b) Guest Participation	2-3
c) Protocol	3
d) Media Relations	3-4
Outcome	5-7
Issues and Feedback	7
Final Budget	8
Appendices	9-23

OVERVIEW

This is an internal post mortem report for the Middle East Revisited: Geo Strategic Implications, Democratic Transformation Challenge and Economic Potential (Case of Egypt) Public Forum. This event was jointly organized by PTD Alumni, Institute of Diplomacy and Foreign Relations (IDFR), USC Alumni and IDB Alumni. RUSS Consulting represented USC Alumni in handling the media relations for the event.

The objective of this report is to provide a post-mortem review of all the activities carried out during the forum including reviewing any weak points and suggesting solutions to further improve performance for the next event.

ABOUT MIDDLE EAST REVISTED FORUM

The Middle East Revisited Forum 2013 is a sequel based on previous forum titled “Egypt and Its Future Challenges and Prospects”. The Middle East Revisited Forum was held on the 31st January 2013 at IDFR, Kuala Lumpur. The objective of this forum is to update the participants on the latest challenges and its implications as there have been many recent changes occurring in Egypt.

With the theme “Arab Spring Revisited ”, the distinguished panelists that were invited are Dr Ali Soliman, Former CEO/MD, Islamic Corporation for the Development of the Private Sector (ICD), IDB Group, Dr Farish Noor, a Senior Fellow at the Rajaratnam School of International Studies, Rajaratnam School of International Studies, Nanyang Technological University, Singapore and Dr Azmi Hassan, a Senior Fellow and Geo Strategist expert from UTM Perdana School, UTM International Campus, Kuala Lumpur.

This forum was graced by the attendance of T.Y.T. Tun Datuk Seri Utama Mohd Khalil bin Yaakob, Yang di-Pertua Negeri Melaka, Representative of IDFR, YBhg Dato’ Ku Jaafar Ku Shaari, Director General of the Institute of Diplomacy and Foreign Relations (IDFR) and Ministry of Foreign Affairs of Malaysia. The PTD Alumni was represented by Tan Sri Sallehuddin and Datuk Dr. Md Noor Mohd Ghazali, while IDB Alumni was represented by Datuk Dr. Md Noor Mohd Ghazali,

President as well. As for USC Alumni, it was represented by Datuk Dr Ghazali, Pn Sharifah Masliza and Pn Rasila Hamzah.

Role of PTD Alumni, IDFR, IDB Alumni, USC Alumni (RUSS Consulting)

PTD Alumni – Provided financing for food and mementos

IDFR – Overall management of event logistics and venue

IDB Alumni – Management of speakers

USC Alumni (RUSS Consulting) – Management and coordination of audio and video recording and media relations

ACTIVITY ROUND UP

Joint preparations between all the organizers started in early January 2013 as this would be a significant forum considering the importance of the contents which will be contributed by the distinguished panelists. Not only that, the event will also be graced by important figures which required detailed planning to ensure that the forum will be a success.

Among the key activities associated with the forum is as follows:-

- a) Guest-of-Honour
- b) Guest Participation
- c) Protocol
- d) Media Relations
 - i) Publicity

ACTIVITIES FOR MIDDLE EAST REVISITED FORUM

a) Guest- of Honour

This forum was graced by the attendance of T.Y.T. Tun Datuk Seri Utama Mohd Khalil bin Yaakob, Yang di-Pertua Negeri Melaka who is also a member of the IDB Group. With his presence, the importance and significance of this forum is highlighted.

b) Guest Participation

In comparison to the first forum session where there were a smaller number of attendees, this forum saw 140 attendees comprising PTD Alumni members, USC Alumni representatives and IDB group members.

Amongst the 140 attendees, 15 ambassadors attended the event and shortly left after the forum to attend a luncheon talk with Tun Dr Datuk Mahathir Mohammed. This event saw attendance of ambassadors from United States of America, Pakistan, Egypt, United Kingdom and many more.

c) Protocol

With the attendance of the Governor of Malacca, the appropriate protocol must be applied in coordinating and managing the whole event. The protocol was managed by IDFR as they are in charge of the forum's logistics and venue.

In accordance with the protocol, T.Y.T. Tun Datuk Seri Utama Mohd Khalil bin Yaakob, Yang di-Pertua Negeri Melaka arrived at 9.15 am, where he was then ushered to the lobby of Block C to sign in the VIP Guest Book. Prior to this, he was ushered into Wisma Putra's VIP Holding Room, where other VIPs, three (3) speakers and moderator awaited for his arrival.

With his arrival, the VIPs then proceeded with group photo session and they were then ushered to MPH hall for the forum. T.Y.T. Tun Datuk Seri Utama Mohd Khalil bin Yaakob, Yang di-Pertua Negeri Melaka was seated in between Tan Sri Sallehudin, President PTD Alumni and Dato' Ku Jaafar Ku Shaari, Director General IDFR.

Once the forum ended, the VIP's were then ushered to the VIP Dining Room for lunch where T.Y.T. Tun Datuk Seri Utama Mohd Khalil bin Yaakob, Yang di-Pertua Negeri Melaka conversed with other 40 VIPs for 45 minutes. After lunch, T.Y.T. Tun Datuk Seri Utama Mohd Khalil bin Yaakob, Yang di-Pertua Negeri Melaka left the dining room and headed back to Malacca.

d) Media Relations

i) Publicity

Overview:

Russ Consulting has provided for Middle East Revisited Forum by designing and executing "free announcements" via (4) printed press media which includes:

- a) The Star
- b) The Malay Mail
- c) Kosmo
- d) New Straits Times

However, the “pick- ups” were only by The Star on 28th January 2013 (See Appendix A)

Russ Consulting also invited eight broadcast media and one foreign news agency to provide coverage for the event which includes:

- a) Bernama TV
- b) MOB.TV
- c) Astro Awani
- d) TV3
- e) NTV7
- f) RTM
- g) AL Jazeera
- h) Al-Hijrah TV
- i) Dow Jones

The final attendees from the media were (See Appendix B):

- a) Astro Awani
- b) Bernama
- c) MOB.TV
- d) Malaysian Reserve
- e) RTM
- f) Berita Harian

OUTCOME

ACTIVITY	DATE	STATUS AND OUTCOMES
<p>Free Announcements</p> <p>Objective: This is to gain publicity from well known news papers and to announce to the public about Middle East Revisited Forum</p> <p>The free announcements were written in both Malay and English language.</p>	25 - 30 January 2013	<p>Despite applying for free announcements to be put in the listed newspapers, only one newspaper publicized the announcement for one (1) day (see Appendix A):</p> <p>The Star, Metro, Metro Watch - (28 January 2013)</p>
<p>Media Invites</p> <p>Fact Sheet and Media Advisory of Middle East Revisited forum were written in English language and sent earlier to the listed media.</p> <p>Press Release</p> <p>Press Release was written in English language as the forum is an international forum. The press release was distributed to all the attending media during the forum.</p>	12-21 January 2013	<p>RUSS Consulting did some follow up calls to confirm the attendance. Until the forum, only six (6) media attended which include:</p> <ul style="list-style-type: none"> a) Astro Awani b) Bernama c) MOB.TV d) Malaysian Reserve e) RTM f) Berita Harian <p>See Appendix B for list of media attended, Fact Sheet and Media Advisory</p>
<p>Exclusive Interview</p> <p>Calls were made to certain media to set a slot for an exclusive interview pertaining to the issues that will be discussed in the forum to garner more publicity for the forum</p>	11-21 January 2013	<p>RUSS Consulting approached several media houses namely Astro Awani and Bernama TV and did some follow up calls and emails to confirm an exclusive interview slot. Until the forum, none of the media approached is able to accommodate due to various reasons.</p>
<p>Media Monitoring</p> <p>Objective: Monitor news reports in</p>	31 January 2013 – 5 February 2013	<p>Electronic Media</p> <p>MobTV.my published a</p>

<p>both printed and electronic media</p>		<p>snippet of the forum in its Edisi 31 Januari 2013. They also posted the welcoming remarks from Director General of IDFR in a separate video. (See Appendix C)</p> <p>Astro Awani showed a snippet of the forum at 12 am on 31 January 2013. The title of the video is “Mesir perlu dana asing untuk bangun semula” and the length of the video is 1 minute and 18 seconds.</p> <p>Printed Media</p> <p>Published in Berita Harian on 1 February 2013 with the title “BN boleh Kembali Kuasai Kelantan” based on their interview with Dr Azmi Hassan after the forum. (See Appendix D)</p> <p>Borneo Post Online posted an article with the title “Arab Spring comes with violence and destruction” on 1 February 2013. (See Appendix E)</p> <p>Bernama.com also posted an article on the 31 January 2013 with the title “ Arab Spring, diiringi keganasan, kemusnahan dan pengorbanan”. (See Appendix F)</p> <p>Malaysian Digest published an article with the title “ Arab Spring, diiringi keganasan, kemusnahan dan pengorbanan” on 31</p>
--	--	---

		January 2013. (See Appendix G)
--	--	-----------------------------------

ISSUES AND FEEDBACK

- 1. RUSS Consulting have sent free announcement script to selected media list and only The Star published the announcement.

- 2. RUSS Consulting have not managed to get an exclusive interview for the panelist or Datuk Ghazali as most of the media contacted are unable to accommodate due to full scheduling.

- 3. A point to note is Russ Consulting does not own the media and attendance of the media is purely at the discretion of the Editor or the Assignment Editor on duty for the day. RUSS consulting can only persuade but not to coerce.

Next step:

- 1. In the future, RUSS Consulting will continuously persuade and influence other newspapers to attend and secure a wider publicity.

FINAL BUDGET FOR MIDDLE EAST REVISITED FORUM

A meeting was held between IDFR, PTD Alumni and USC Alumni on the 23rd of January 2013 to discuss on preparations for the forum as well as budget estimation. The budget for the forum was estimated to be **RM 13,344.00** and it was agreed that there will be an increase in terms of food and refreshments due to the attendance of T.Y.T. Tun Datuk Seri Utama Mohd Khalil bin Yaakob.

This is the final figure for Middle East Revisited Forum, in which the final total cost allocated is **RM 22, 725.00**. IDFR will bear a total cost of RM 7,675.00 while PTD Alumni, IDB Alumni and USC Alumni will share a total cost of RM 15,050.00 from the grand total.

Please refer to Appendix H for full expanded budget and quotations.

Final Budget Estimation for Forum

NO.	ITEMS	ESTIMATION	BORNE BY
1.	MPH & VIP Holding Room and Decorations	RM 1,500.00	IDFR
2.	Backdrop	RM 1,500.00	IDFR
3.	Invitation Cards	RM 525.00	IDFR
4.	Programme Books	RM 1,500.00	IDFR
5.	Banquet Chair Covers	RM 750.00	IDFR
6.	Photography Service and Printing	RM 1,480.00	IDFR
7.	Audio System and Video Recording	RM 6000.00 - RM 1,600.00 - RM 4,400.00	USC Alumni Malaysia PTD Alumni
8.	Lunch and Refreshments Flowers	RM 6,490.00 RM 420.00	PTD Alumni IDFR
9.	Flight Ticket for Dr Farish Noor	RM 1,960.00	IDB Alumni Malaysia
10.	Mementos	RM 600.00	IDB Alumni Malaysia
	GRAND TOTAL	<u>RM 22,725.00</u>	

Note: Due to the increase in budget, a request will be sent to PTD Alumni for the increase in supplementary budget for food and refreshments and audio system recording.