



**Asian Institute of Journalism
and Communication**

TRAINING CALENDAR PROFESSIONAL DEVELOPMENT PROGRAM 2026



pdp.aijc@aijci.com



+63 2 87434321

[illegible]

<u>Master Class: Crafting Messages for Public Communication</u>	<p>This three-hour class enables participants to understand their stakeholders or audiences, set communication objectives, and craft clear, concise, and compelling messages. It also covers techniques for effective storytelling and the use of persuasive language.</p> <p>January 14, 2026 9:00 a.m. – 12:00 p.m. PHP5,000.00</p> <p>https://aijc.com.ph/shortcourses/master-class-crafting-messages-for-public-communication-3/</p>
<u>Navigating Media Relations: Strategies for Effective Communication</u>	<p>This online training is open to communication professionals seeking to enhance their skills in media relations and strategically position their business or organization for success. Participants will explore key aspects of the media landscape, including organizing press conferences and interviews, and gain valuable insights and practical tips for optimizing their media strategies.</p> <p>January 22-23, 2026 9:00 a.m. – 5:00 p.m. PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-2-2-2/</p>

<u>Newswriting for Public Offices and Nonprofits</u>	<p>This course is designed to equip communication practitioners with the essential skills needed to create newsworthy reports. It will cover the basic elements of reporting, as well as best practices used by experienced journalists in the Philippines.</p> <p>February 11-12, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://aijc.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-2/</p>
<u>Social Media for Public Communication</u>	<p>This 16-hour course offers social media management training to help public institutions and nonprofit organizations effectively engage their stakeholders through social media. Participants will learn how to build trust online, strengthen community relationships, and boost engagement, creating opportunities to position themselves as trusted sources of information.</p> <p>February 19-20, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://aijc.com.ph/shortcourses/social-media-for-public-communication/</p>

<p><u>Issues Management and Crisis Communication</u></p>	<p>This course is designed to equip both beginners and seasoned professionals with the skills needed to prepare for, respond to, and recover from crises effectively. Focusing on practical, real-world scenarios, participants will learn how to navigate ethical dilemmas, make informed decisions, and develop a framework for crisis communication.</p> <p>February 26-27, 2026 9:00 a.m. – 5:00 p.m. PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/issues-management-and-crisis-communication-2-2-2/</p>
<p><u>Executive Program on Public Communication for Governance</u></p>	<p>This eight-week executive program equips leaders and communication professionals with the knowledge and skills to excel in public communication, build trust, shape public opinion, manage issues, and communicate effectively to meet organizational goals. Through case studies and interactive workshops, participants will learn to craft strategic messages, engage diverse stakeholders, navigate sensitive situations, and respond effectively under pressure. By the end of the program, participants will be able to design and implement communication plans that enhance organizational credibility, strengthen stakeholder relationships, and achieve measurable results.</p> <p>February - April 2026 PHP50,000.00</p> <p>https://aijc.com.ph/executive-program-on-public-communication/</p>

<u>Master Class: Role of Social Media in Public Communication</u>	<p>This three-hour session will explore the impact of social media on public communication. Participants will examine various social media platforms, their unique features, and how to leverage them to reach and engage diverse audiences. The session will also cover strategies for managing social media presence and measuring its effectiveness.</p> <p>March 11, 2026 9:00 a.m.-12:00 noon PHP5,000.00</p> <p>https://aijc.com.ph/shortcourses/master-class-role-of-social-media-in-public-communication-2-2/</p>
<u>Technical Writing for Communication and Information Officers</u>	<p>This 16-hour course provides a theoretical foundation and practical approaches for communicating with clarity, precision, and authority through technical writing. Designed for communication and information officers, it equips participants with high-quality writing skills that demonstrate professionalism and credibility, essential for fostering and maintaining public trust. The course also covers the ethical use of AI in technical writing, enabling participants to leverage emerging technologies responsibly and effectively.</p> <p>March 19-20, 2026 9:00 a.m. – 5:00 p.m. PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers/</p>

<p><u>Navigating Media Relations: Strategies for Effective Communication</u></p>	<p>This online training is open to communication professionals seeking to enhance their skills in media relations and strategically position their business or organization for success. Participants will explore key aspects of the media landscape, including organizing press conferences and interviews, and gain valuable insights and practical tips for optimizing their media strategies.</p> <p>April 7-8, 2026 9:00 a.m. – 5:00 p.m. PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-2-2-2-2/</p>
<p><u>Corporate Communication</u></p>	<p>This short course aims to equip communication professionals across industries with skills in shaping and executing communication strategies within their organization, enabling them to achieve optimal results and drive positive transformation. It is suitable for communication officers and business leaders who wish to learn the fundamentals of effective corporate communication practices.</p> <p>April 21-22, 2026 PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/corporate-communication/</p>

**Issues Management and Crisis
Communication**

This course is designed to equip both beginners and seasoned professionals with the skills needed to prepare for, respond to, and recover from crises effectively. Focusing on practical, real-world scenarios, participants will learn how to navigate ethical dilemmas, make informed decisions, and develop a framework for crisis communication.

May 13-14, 2026

9:00 a.m. – 5:00 p.m.

PHP15,000.00

<https://aijc.com.ph/shortcourses/issues-management-and-crisis-communication-2/>

<u>Technical Writing for Communication and Information Officers</u>	<p>This 16-hour course provides a theoretical foundation and practical approaches for communicating with clarity, precision, and authority through technical writing. Designed for communication and information officers, it equips participants with high-quality writing skills that demonstrate professionalism and credibility, essential for fostering and maintaining public trust. The course also covers the ethical use of AI in technical writing, enabling participants to leverage emerging technologies responsibly and effectively.</p> <p>June 10-11, 2026 9:00 a.m. – 5:00 p.m. PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-2/</p>
<u>Master Class: Crafting Messages for Public Communication</u>	<p>This three-hour class enables participants to understand their stakeholders or audiences, set communication objectives, and craft clear, concise, and compelling messages. It also covers techniques for effective storytelling and the use of persuasive language.</p> <p>June 18, 2026 9:00 a.m. – 12:00 noon PHP5,000.00</p> <p>https://aijc.com.ph/shortcourses/master-class-crafting-messages-for-public-communication-3-2/</p>

**Executive Program on Public
Communication for Governance**

This eight-week executive program equips leaders and communication professionals with the knowledge and skills to excel in public communication, build trust, shape public opinion, manage issues, and communicate effectively to meet organizational goals. Through case studies and interactive workshops, participants will learn to craft strategic messages, engage diverse stakeholders, navigate sensitive situations, and respond effectively under pressure. By the end of the program, participants will be able to design and implement communication plans that enhance organizational credibility, strengthen stakeholder relationships, and achieve measurable results.

June - August 2026
PHP50,000.00

<https://aijc.com.ph/executive-program-on-public-communication/>

<u>Navigating Media Relations: Strategies for Effective Communication</u>	<p>This online training is open to communication professionals seeking to enhance their skills in media relations and strategically position their business or organization for success. Participants will explore key aspects of the media landscape, including organizing press conferences and interviews, and gain valuable insights and practical tips for optimizing their media strategies.</p> <p>July 8-9, 2026 9:00 a.m. – 5:00 p.m. PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-july-2026/</p>
<u>Newswriting for Public Offices and Nonprofits</u>	<p>This course is designed to equip communication practitioners with the essential skills needed to create newsworthy reports. It will cover the basic elements of reporting, as well as best practices used by experienced journalists in the Philippines.</p> <p>July 16-17, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://aijc.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-july-2026/</p>

<u>Social Media for Public Communication</u>	<p>This 16-hour course offers social media management training to help public institutions and nonprofit organizations effectively engage their stakeholders through social media. Participants will learn how to build trust online, strengthen community relationships, and boost engagement, creating opportunities to position themselves as trusted sources of information.</p> <p>August 19-20, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://aijc.com.ph/shortcourses/social-media-for-public-communication-august-2026/</p>
<u>Corporate Communication</u>	<p>This short course aims to equip communication professionals across industries with skills in shaping and executing communication strategies within their organization, enabling them to achieve optimal results and drive positive transformation. It is suitable for communication officers and business leaders who wish to learn the fundamentals of effective corporate communication practices.</p> <p>August 27-28, 2026 PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/corporate-communication-august-2026/</p>

<u>Master Class: Role of Social Media in Public Communication</u>	<p>This three-hour session will explore the impact of social media on public communication. Participants will examine various social media platforms, their unique features, and how to leverage them to reach and engage diverse audiences. The session will also cover strategies for managing social media presence and measuring its effectiveness.</p> <p>September 10, 2026 9:00 a.m.-12:00 noon PHP5,000.00</p> <p>https://aijc.com.ph/shortcourses/master-class-role-of-social-media-in-public-communication-sep-2026/</p>
<u>Issues Management and Crisis Communication</u>	<p>This course is designed to equip both beginners and seasoned professionals with the skills needed to prepare for, respond to, and recover from crises effectively. Focusing on practical, real-world scenarios, participants will learn how to navigate ethical dilemmas, make informed decisions, and develop a framework for crisis communication.</p> <p>September 17-18, 2026 9:00 a.m. – 5:00 p.m. PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/issues-management-and-crisis-communication-sep-2026/</p>

<u>Technical Writing for Communication and Information Officers</u>	<p>This 16-hour course provides a theoretical foundation and practical approaches for communicating with clarity, precision, and authority through technical writing. Designed for communication and information officers, it equips participants with high-quality writing skills that demonstrate professionalism and credibility, essential for fostering and maintaining public trust. The course also covers the ethical use of AI in technical writing, enabling participants to leverage emerging technologies responsibly and effectively.</p> <p>October 22-23, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-oct-2026/</p>
Executive Program on Stakeholder Engagement	<p>This six-week executive program equips leaders and communication professionals with strategies to engage stakeholders effectively. Through case studies and interactive workshops, participants will learn to understand stakeholder perspectives, build trust, and design communication strategies that foster collaboration, influence decisions, and strengthen organizational credibility. By the end of the program, participants will be able to turn challenges into opportunities for meaningful engagement.</p> <p>October - December 2026 PHP50,000.00</p>

**Navigating Media Relations:
Strategies for Effective
Communication**

This online training is open to communication professionals seeking to enhance their skills in media relations and strategically position their business or organization for success. Participants will explore key aspects of the media landscape, including organizing press conferences and interviews, and gain valuable insights and practical tips for optimizing their media strategies.

November 12-13, 2026

9:00 a.m. – 5:00 p.m.

PHP15,000.00

<https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-nov-2026/>

<u>Social Media for Public Communication</u>	<p>This 16-hour course offers social media management training to help public institutions and nonprofit organizations effectively engage their stakeholders through social media. Participants will learn how to build trust online, strengthen community relationships, and boost engagement, creating opportunities to position themselves as trusted sources of information.</p> <p>December 8-9, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://aijc.com.ph/shortcourses/social-media-for-public-communication-dec-2026/</p>
<u>Technical Writing for Communication and Information Officers</u>	<p>This 16-hour course provides a theoretical foundation and practical approaches for communicating with clarity, precision, and authority through technical writing. Designed for communication and information officers, it equips participants with high-quality writing skills that demonstrate professionalism and credibility, essential for fostering and maintaining public trust. The course also covers the ethical use of AI in technical writing, enabling participants to leverage emerging technologies responsibly and effectively.</p> <p>December 17-18, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-dec-2026/</p>

GROUP DISCOUNT

5%	3 – 5 participants
7%	6 – 10 participants
9%	11–20 participants
10%	21–30 participants

Applicable to organizations sending three or more participants
per public training only

REGISTRATION PROCESS

Interested participants may register through the AIJC website,
<https://www.aijc.com.ph>.

Organizations may request a **conforme** document from AIJC if
immediate payment of registration fee is not possible. Kindly send the
following details:

- Full name/s of participant/s, designation, email address, mobile
number
- Full name of recipient of Statement of Account or billing

**The signed conforme document may be used as a temporary proof
of payment when registering to AIJC website.**

QUESTIONS?



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