Asian Institute of Journalism and Communication

TRAINING CALENDAR
PROFESSIONAL DEVELOPMENT PROGRAM
2026

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TRAINING CALENDAR
PROFESSIONAL DEVELOPMENT PROGRAM
2026

Asian Institute of Journalism and Communication

Program	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Master Class: Crafting Messages for Public Communication	●					●						
Ethical Use of AI in Research and Writing		●			●			●			●	
Navigating Media Relations: Strategies for Effective Communication	●		●	●			●		●		●	
Newswriting for Public Offices and Nonprofits		●		●			●		●			●
Social Media for Public Communication		●			●			●		●		●
Master Class: Role of Social Media in Public Communication			●						●			
Issues Management and Crisis Communication		●			●		●		●		●	
Executive Program on Public Communication for Governance		●	●	●		●	●	●		●	●	●
Technical Writing for Communication and Information Officers			●			●		●		●		●
Corporate Communication	●			●		●		●				
Executive Program on Stakeholder Engagement										●	●	●

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JANUARY 2026

Master Class: Crafting Messages for Public Communication	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. **January 14, 2026** **9:00 a.m. – 12:00 p.m.** **PHP5,000.00** https://aijc.com.ph/shortcourses/master-class-crafting-messages-for-public-communication-3/
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. **January 22-23, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-2-2-2/

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Corporate Communication	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. **January 29-30, 2026** **9:00 a.m. - 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/corporate-communication-january-2026/

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FEBRUARY 2026

Newswriting for Public Offices and Nonprofits	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. **February 11-12, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-2/
Social Media for Public Communication	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. **February 19-20, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/social-media-for-public-communication/

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FEBRUARY 2026 *(continued)*

Ethical Use of AI in Research and Writing	This 16-hour course provides a comprehensive framework for the ethical and responsible use of artificial intelligence in research and communication. While clarity and precision remain foundational, the program emphasizes the moral imperatives of the AI era, equipping information officers and researchers to harness emerging tools without compromising intellectual integrity or public trust. **February 23-24, 2026** **9:00 a.m. - 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/ethical-use-of-ai-in-research-and-writing-feb2026/
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. **February 26-27, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/issues-management-and-crisis-communication-2-2-2/

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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. **February - April 2026** **PHP50,000.00** https://aijc.com.ph/executive-program-on-public-communication/

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MARCH 2026

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Master Class: Role of Social Media in Public Communication	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. **March 11, 2026** **9:00 a.m.-12:00 noon** **PHP5,000.00** https://aijc.com.ph/shortcourses/master-class-role-of-social-media-in-public-communication-2-2/
Technical Writing for Communication and Information Officers	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. **March 19-20, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers/

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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. March 24-25, 2026 9:00 a.m. - 5:00 p.m. PHP 15,000.00 https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-mar-2026/

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APRIL 2026

<u>**Navigating Media Relations: Strategies for Effective Communication**</u>	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. **April 7-8, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-2-2-2-2/
<u>**Corporate Communication**</u>	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. **April 21-22, 2026** **PHP15,000.00** https://aijc.com.ph/shortcourses/corporate-communication/

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| **Newswriting for Public Offices and Nonprofits** | 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.

April 29-30, 2026
9:00 a.m. – 5:00 p.m.
PHP13,000.00

https://aijc.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-april-2026/ |

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MAY 2026

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/
Ethical Use of AI in Research and Writing	This 16-hour course provides a comprehensive framework for the ethical and responsible use of artificial intelligence in research and communication. While clarity and precision remain foundational, the program emphasizes the moral imperatives of the AI era, equipping information officers and researchers to harness emerging tools without compromising intellectual integrity or public trust. **May 20-21, 2026** **9:00 a.m. - 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/ethical-use-of-ai-in-research-and-writing-may-2026/

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Social Media for Public Communication	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.
	May 27-28, 2026 **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/social-media-for-public-communication-may-2026/

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Technical Writing for Communication and Information Officers	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. **June 10-11, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-2/
Master Class: Crafting Messages for Public Communication	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. **June 18, 2026** **9:00 a.m. – 12:00 noon** **PHP5,000.00** https://aijc.com.ph/shortcourses/master-class-crafting-messages-for-public-communication-3-2/

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<u>**Corporate Communication**</u>	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. **June 25-26, 2026** **PHP15,000.00** https://aijc.com.ph/shortcourses/corporate-communication-june-2026/
<u>**Executive Program on Public Communication for Governance**</u>	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/

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JULY 2026

<u>**Navigating Media Relations: Strategies for Effective Communication**</u>	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. **July 8-9, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-july-2026/
<u>**Newswriting for Public Offices and Nonprofits**</u>	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. **July 16-17, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-july-2026/

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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. **July 23-24, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/issues-management-and-crisis-communication-july2026/

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AUGUST 2026

Ethical Use of AI in Research and Writing	This 16-hour course provides a comprehensive framework for the ethical and responsible use of artificial intelligence in research and communication. While clarity and precision remain foundational, the program emphasizes the moral imperatives of the AI era, equipping information officers and researchers to harness emerging tools without compromising intellectual integrity or public trust. **August 6-7, 2026** **9:00 a.m. - 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/ethical-use-of-ai-in-research-and-writing-august-2026/
Technical Writing for Communication and Information Officers	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. **August 13-14, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-august-2026/

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Social Media for Public Communication	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. **August 19-20, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/social-media-for-public-communication-august-2026/
Corporate Communication	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. **August 27-28, 2026** **PHP15,000.00** https://aijc.com.ph/shortcourses/corporate-communication-august-2026/

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SEPTEMBER 2026

Master Class: Role of Social Media in Public Communication	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. **September 10, 2026** **9:00 a.m.-12:00 noon** **PHP5,000.00** https://aijc.com.ph/shortcourses/master-class-role-of-social-media-in-public-communication-sep-2026/
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. **September 17-18, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/issues-management-and-crisis-communication-sep-2026/

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<u>**Newswriting for Public Offices and Nonprofits**</u>	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. **September 24-25, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-september-2026/
<u>**Navigating Media Relations: Strategies for Effective Communication**</u>	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. **September 29-30, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-september-2026/

Social Media for Public Communication	This is 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. **October 14-15, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/social-media-for-public-communication-october-2026/
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. **October-December 2026** **PHP50,000.00** https://aijc.com.ph/executive-program-on-public-communication/

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Technical Writing for Communication and Information Officers	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. **October 22-23, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-oct-2026/
Executive Program on Stakeholder Engagement	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. **October - December 2026** **PHP50,000.00** Coming soon. Email pdp.aijc@aijci.com to inquire.

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NOVEMBER 2026

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/
Ethical Use of AI in Research and Writing	This 16-hour course provides a comprehensive framework for the ethical and responsible use of artificial intelligence in research and communication. While clarity and precision remain foundational, the program emphasizes the moral imperatives of the AI era, equipping information officers and researchers to harness emerging tools without compromising intellectual integrity or public trust. **November 19-20, 2026** **9:00 a.m. - 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/ethical-use-of-ai-in-research-and-writing-november-2026/

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. **November 25-26, 2026** **9:00 a.m. – 5:00 p.m.** **PHP15,000.00** https://aijc.com.ph/shortcourses/issues-management-and-crisis-communication-november-2026/

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DECEMBER 2026

Newswriting for Public Offices and Nonprofits	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. **December 3-4, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-december-2026/
Social Media for Public Communication	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. **December 8-9, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/social-media-for-public-communication-dec-2026/

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DECEMBER 2026 *(continued)*

Technical Writing for Communication and Information Officers	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. **December 17-18, 2026** **9:00 a.m. – 5:00 p.m.** **PHP13,000.00** https://aijc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-dec-2026/

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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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