



**Asian Institute of Journalism
and Communication**

**TRAINING CALENDAR
PROFESSIONAL DEVELOPMENT PROGRAM
2026**

Updated May 2026



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TRAINING CALENDAR PROFESSIONAL DEVELOPMENT PROGRAM 2026

JAN FEB MAR APR MAY* JUN JUL AUG SEPT OCT NOV DEC

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



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



*Whole month reserved solely for in-house training programs



**TRAINING CALENDAR
PROFESSIONAL DEVELOPMENT PROGRAM
2026**

JANUARY 2026

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



**TRAINING CALENDAR
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FEBRUARY 2026

<p><u>Newswriting for Public Offices and Nonprofits</u></p>	<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>
<p><u>Social Media for Public Communication</u></p>	<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>



**TRAINING CALENDAR
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FEBRUARY 2026 (*continued*)

<p><u>Ethical Use of AI in Research and Writing</u></p>	<p>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.</p> <p>February 23-24, 2026 9:00 a.m. - 5:00 p.m. PHP15,000.00</p> <p>https://ajic.com.ph/shortcourses/ethical-use-of-ai-in-research-and-writing-feb2026/</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://ajic.com.ph/shortcourses/issues-management-and-crisis-communication-2-2-2/</p>



TRAINING CALENDAR
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FEBRUARY 2026 *(continued)*

**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/>

<p><u>Technical Writing for Communication and Information Officers</u></p>	<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. PHP13,000.00</p> <p>https://ajc.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>March 24-25, 2026 9:00 a.m. - 5:00 p.m. PHP 15,000.00</p> <p>https://ajc.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-mar-2026/</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://ajic.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://ajic.com.ph/shortcourses/corporate-communication/</p>



TRAINING CALENDAR
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APRIL 2026 (*continued*)

**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/>



**TRAINING CALENDAR
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MAY 2026

May 2026 is reserved solely
for in-house training programs

<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>June 25-26, 2026 PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/corporate-communication-june-2026/</p> <p><i>Payment due 5 working days before the training: June 18, 2026</i></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>June - August 2026 PHP50,000.00</p> <p>https://aijc.com.ph/executive-program-on-public-communication/</p> <p><i>Payment due 5 working days before the training: June 16, 2026</i></p>



**TRAINING CALENDAR
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JULY 2026

<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>July 8-9, 2026 9:00 a.m. – 5:00 p.m. PHP15,000.00</p> <p>https://ajic.com.ph/shortcourses/navigating-media-relations-strategies-for-effective-communication-july-2026/</p> <p><i>Payment due 5 working days before the training: July 1, 2026</i></p>
<p><u>Newswriting for Public Offices and Nonprofits</u></p>	<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://ajic.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-july-2026/</p> <p><i>Payment due 5 working days before the training: July 9, 2026</i></p>



**TRAINING CALENDAR
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JULY 2026 (*continued*)

**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://ajic.com.ph/shortcourses/issues-management-and-crisis-communication-july2026/>

Payment due 5 working days before the training: July 16, 2026



**TRAINING CALENDAR
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AUGUST 2026

<p><u>Ethical Use of AI in Research and Writing</u></p>	<p>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.</p> <p>August 6-7, 2026 9:00 a.m. - 5:00 p.m. PHP15,000.00</p> <p>https://ajic.com.ph/shortcourses/ethical-use-of-ai-in-research-and-writing-august-2026/</p> <p><i>Payment due 5 working days before the training: July 30, 2026</i></p>
<p><u>Technical Writing for Communication and Information Officers</u></p>	<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>August 13-14, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://ajic.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-august-2026/</p> <p><i>Payment due 5 working days before the training: August 6, 2026</i></p>



TRAINING CALENDAR
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AUGUST 2026 (*continued*)

<p><u>Social Media for Public Communication</u></p>	<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> <p><i>Payment due 5 working days before the training: August 12, 2026</i></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>August 27-28, 2026 PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/corporate-communication-august-2026/</p> <p><i>Payment due 5 working days before the training: August 19, 2026</i></p>



**TRAINING CALENDAR
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SEPTEMBER 2026

<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>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> <p><i>Payment due 5 working days before the training: September 10, 2026</i></p>
<p><u>Newswriting for Public Offices and Nonprofits</u></p>	<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>September 24-25, 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-september-2026/</p> <p><i>Payment due 5 working days before the training: September 17, 2026</i></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.

September 29-30, 2026

9:00 a.m. – 5:00 p.m.

PHP15,000.00

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

Payment due 5 working days before the training: September 22, 2026



**TRAINING CALENDAR
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OCTOBER 2026

<p><u>Social Media for Public Communication</u></p>	<p>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.</p> <p>October 14-15, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://aijc.com.ph/shortcourses/social-media-for-public-communication-october-2026/</p> <p><i>Payment due 5 working days before the training: October 7, 2026</i></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>October-December 2026 PHP50,000.00</p> <p>https://aijc.com.ph/executive-program-on-public-communication/</p> <p><i>Payment due 5 working days before the training: September 24, 2026</i></p>



<p><u>Technical Writing for Communication and Information Officers</u></p>	<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> <p><i>Payment due 5 working days before the training: October 15, 2026</i></p>
<p>Executive Program on Stakeholder Engagement</p>	<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> <p>Coming soon. Email pdp.aijc@ajci.com to inquire.</p> <p><i>Payment due 5 working days before the training: October 15, 2026</i></p>



**TRAINING CALENDAR
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NOVEMBER 2026

<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>November 12-13, 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-nov-2026/</p> <p><i>Payment due 5 working days before the training: November 5, 2026</i></p>
<p><u>Ethical Use of AI in Research and Writing</u></p>	<p>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.</p> <p>November 19-20, 2026 9:00 a.m. - 5:00 p.m. PHP15,000.00</p> <p>https://aijc.com.ph/shortcourses/ethical-use-of-ai-in-research-and-writing-november-2026/</p> <p><i>Payment due 5 working days before the training: November 12, 2026</i></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.

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/>

Payment due 5 working days before the training: November 18, 2026



**TRAINING CALENDAR
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2026**

DECEMBER 2026

<p><u>Newswriting for Public Offices and Nonprofits</u></p>	<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>December 3-4, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://ajic.com.ph/shortcourses/newswriting-for-public-offices-and-non-profits-december-2026/</p> <p><i>Payment due 5 working days before the training: November 25, 2026</i></p>
<p><u>Social Media for Public Communication</u></p>	<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 10-11, 2026 9:00 a.m. – 5:00 p.m. PHP13,000.00</p> <p>https://ajic.com.ph/shortcourses/social-media-for-public-communication-dec-2026/</p> <p><i>Payment due 5 working days before the training: December 3, 2026</i></p>



TRAINING CALENDAR
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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://ajc.com.ph/shortcourses/professional-technical-writing-for-communication-and-information-officers-dec-2026/>

Payment due 5 working days before the training: December 10, 2026



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.

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.

Note that all payments must be settled 5 working days before the first day of the training.

QUESTIONS?



pdp.aijc@aijci.com



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