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From: UUM CORPORATE COMM.
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UUM Corporate Comm.
Universiti Utara Malaysia

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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UUM CORPORATE COMM. VISITS MAYBANK AND ASTRO AWANI TO LEARN MORE ABOUT BEST PRACTICES IN GOVERNANCE



UUM ONLINE: Kuala Lumpur - The UUM Corporate Communication (UUM Corporate Comm.) delegation, comprising seven members of staff made a working visit to Malayan Banking Berhad (Maybank) and Astro AWANI, recently to learn and discover more about the best practices in governance in its efforts to improve the delivery system of UUM Corporate Comm.

Being its first visit to Maybank, the UUM Corporate Comm. delegation was welcomed by the Head of Corporate Affairs Department, Mr Prakash Mukherjee.

He provided a comprehensive overview of the operations of the department with the help of section chiefs, each sharing responsibilities under the concept of 'Humanising Financial Services' or 'Financing Financial Services' in the areas of event management, food and beverage (F&B), management, policy, strategy and media.

Mr Prakash together with the section chiefs also shared their experiences in developing the Maybank brand that was not only profit-oriented, but also balanced the practice of welfare to the community.

During the two-hour visit, amongst the best practices shared by Maybank with UUM Corporate Comm. were the customer-friendly concepts within the Maybank community and the use of diversity or creativity in every design in terms of colour and content for promotional purposes (not confined to corporate colours only).

Maybank, as an organisation also prioritizes welfare by organising CSR activities or programmes by helping the community especially in improving their living standards by taking more proactive steps to assist traders through various financial and non-financial perspectives.

The UUM Corporate Comm. collaborative working visit also had the opportunity to visit the Astro AWANI operations office where the delegates were welcomed by its Deputy Chief Editor and Presenter of Current Affairs, Mr Kamarul Bahrin Haron; Reporter and News anchor, Mr Ashwad Ismail and Senior Vice-President of Digital, Niche Market, Mdm Hafidah Samat.

During the visit, Mr Kamarul Bahrin gave a brief description of the importance of establishing relations between educational institutions and the media. The collaboration will benefit the people.

Among the inputs received by the UUM Corporate Comm. delegation were that universities must highlight high impact studies by academics that can help the local or national population and produce news that can help in the development of the state of Kedah and UUM.

The arrival of the UUM Corporate Comm. delegation to Astro AWANI was also welcomed by Astro AWANI Current Affairs Editor Mr Nazri Kahar and fellow Presenter, Editor and Producer, Mr Rizal Zulkapli.



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