



Media Studies and Journalism Department

Internship Report

Golam Safayet Sakir

ID: 182012028

Term: Summer 2022

Course Code: MSJ 11498

Host Organization: Forethought PR

forethoughtPR

Submission Date: 05 September, 2022

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Student Details

Name: Golam Safayet Sakir

Student ID: 182012028

Department: Media Studies and Journalism Department

Major Concentration: Public Relations

Minor Concentration: Bachelor of Business Administration

Career Goal: My goal is to pursue a career in a Public Relations role to enhance my communication knowledge through practical experience which will enable me to handle any challenging activity by applying my knowledge and professional development.

Internship Details

Host Organization: Forethought PR, A concern of Asiatic 3 Sixty

Address: Asiatic Center, House: 63 (4th floor), Road: 7/B, Block: H, Banani, Dhaka 1213, Bangladesh

Website: <https://www.forethoughtpr.com/>

E-mail: info@forethoughtpr.com

Host Organization Supervisor: Ishtiaq Husain, Senior Manager, Media Relations

My Working Section: Planning and Coordination, Media Relations

Internship Start Date: 03 July, 2022

Internship End date: 30 September, 2018

Working Hour Per Week: 45+ Hours

Total Working Period: 12 Weeks

Acknowledgment

First and foremost, I would like to convey my thanks and gratitude to my supervisor, who had been extremely helpful and kind. His knowledge and expertise helped me reach my destination. The entire four-month journey taught me several things which I will cherish forever. My profound gratitude to all my faculty members, vice-Chancellor, pro-vice-chancellor, head of the department, and every other staff of my university who nurtured and groomed me from the first semester till the last. Words are not enough to comprehend my gratitude to all of them.

The four years journey would not have been easier if it were not for my parents and my siblings. Their support throughout gave me the floor to go beyond my comfort zone and prove myself. They had made an immense amount of sacrifices. Today, I believe I am able to make them proud.

I would like to extend my gratefulness to my host organization's boss. Being able to work with him has been an honor. I have learned so much here in Forethought PR. Additionally, thanks to my colleagues, who made my work environment healthy and safe. They were extremely supportive and encouraging.

My hearty thanks to all my friends and well-wishers who were always there with support and encouragement. Earnest care for my best friends and my devoted love to my partner who mentally supported me when I felt like giving up and helped me shape this entire report.

Finally, thanks to Almighty Allah for making it all possible. Certainly, my belief made the task easier.

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Golam Safayet Sakir

ULAB ID: 182012028

Signature _____



INTERNSHIP REPORT APPROVAL FORM

Student Name: Golam Safayet Sakir ID No. 182012028
Major: Public Relations Year: 2022
Local Phone: +8801684647207 Email: safayetsakir1@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Forethought PR

Internship /Project Report

Topic: Media RelationsSemester (Tick one): ☐ Spring 2022 ☒ Summer 2022 ☐ Fall 2022

Advisor APPROVAL

(Please place a Tick)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____ Date: _____
Name: Abdul Kabil Khan, PhD Title: Assistant Professor
E-mail: abdul.kabil@ulab.edu.bd Phone: +8801705059549

Introduction

The internship report is an integral part of the completion of the undergraduate program at the University of Liberal Arts Bangladesh (ULAB). As a prerequisite of the undergraduate program, completion of the MSJ11498 program is essential. To fulfill that requirement, In the Summer 2022 semester, I registered for the internship. After a full formal recruitment process, I was selected by Forethought PR to join as an intern. And I have been working here as an intern since the beginning of July, 2022.

With the increasing scope of work, development in business ideation, and social networking in Bangladesh, the Public Relations industry is gaining momentum. This growth trend has been impressive over the last few years with the number of agencies and business brands investing in PR increasing at a rapid pace.

As a student with a major concentration in Public Relations, and with a background in business studies, I wanted to work in the communication space. As an emerging new sector, a Public Relations agency seemed like the perfect place to learn and experiment. Thus, I joined Forethought PR, a concern of Asiatic 3sixty, and one of the leading full-fledged PR agencies in Bangladesh for a challenging experience.

I used to work at Forethought PR as a media planning and coordination intern. As I had theoretical knowledge of PR and a little idea of how an agency works, it was comparatively easy for me to adapt to the office culture quickly here. The internship period allowed me to explore the practical field of Public Relations in the Bangladeshi context. This period helped me to get the real essence of working as a PR guy in a professional office environment.

This report provides a thorough description of my academic internship at Forethought PR. For me, working as an intern at this company was a practical experience. I had the best chance to put my academic knowledge into practice at Forethought PR. In this report, I have described my expectations, work experience, tasks, responsibilities, and duties, regarding my host organization in detail. This report also includes the projects I have done during my internship period at Forethought PR.

In my tenure in Forethought PR, some of the brands that were our active clients and used to give frequent work briefs are GP, Huawei, Daraz, Samsung, Samsung, Oppo, Realme, Food Panda, Energypac, Likee, IMO, Berger, British Council, DPS, ISD, Jago Foundation, etc. And their most demanded deliverables were to share press releases, publish feature articles and op-eds, cover different kinds of events, arrange TV talk shows, and TV reports, arrange interview sessions, and media visits with clients, etc.

So, I was able to gather knowledge about those brands' nature, media relations, Communication strategy, and how they want to grow. Additionally, during this internship period, I have improved my communication and leadership skills as well.

There were both mismatches and relevance between my Academic and practical work experience. I experienced how drastically different real-world practice is from academic knowledge. In short, Forethought PR significantly assisted me in developing a successful profession and aided my ability to think more effectively.

Expectations

Before starting the internship, my objectives were as follows:

- Applying the academic knowledge that I have gained in the past four years at ULAB
- Time, environment, and workload management
- Enrich professional network.
- Learning organizational behavior and office culture
- Different types of promotional materials and platform
- Understanding meeting etiquettes
- What “planning” meant and how to plan and coordinate a team at the time of crisis
- Understanding client-agency relationship
- Understanding the cross-functional team dynamics
- Learning how to deal with clients
- prepare me for my profession

Host Organization

Organization Type: Public Relations Agency

Incorporation Status: Private Limited

Year of Establishment: 2009

Late Aly Zaker was a virtuoso who not only pioneered the concept of modern advertising and consumer research for the nation. But he will also be remembered as a revolutionary theatre maestro and a brave freedom fighter. As a founder of Asiatic 3Sixty, his contributions to the nation's development and the advertising industry have been inestimable. He was an idealist who believed that no problem is insoluble and had always promoted youth leadership. He will remain as a beacon of inspiration for the nation for his diligence and exemplary professionalism.

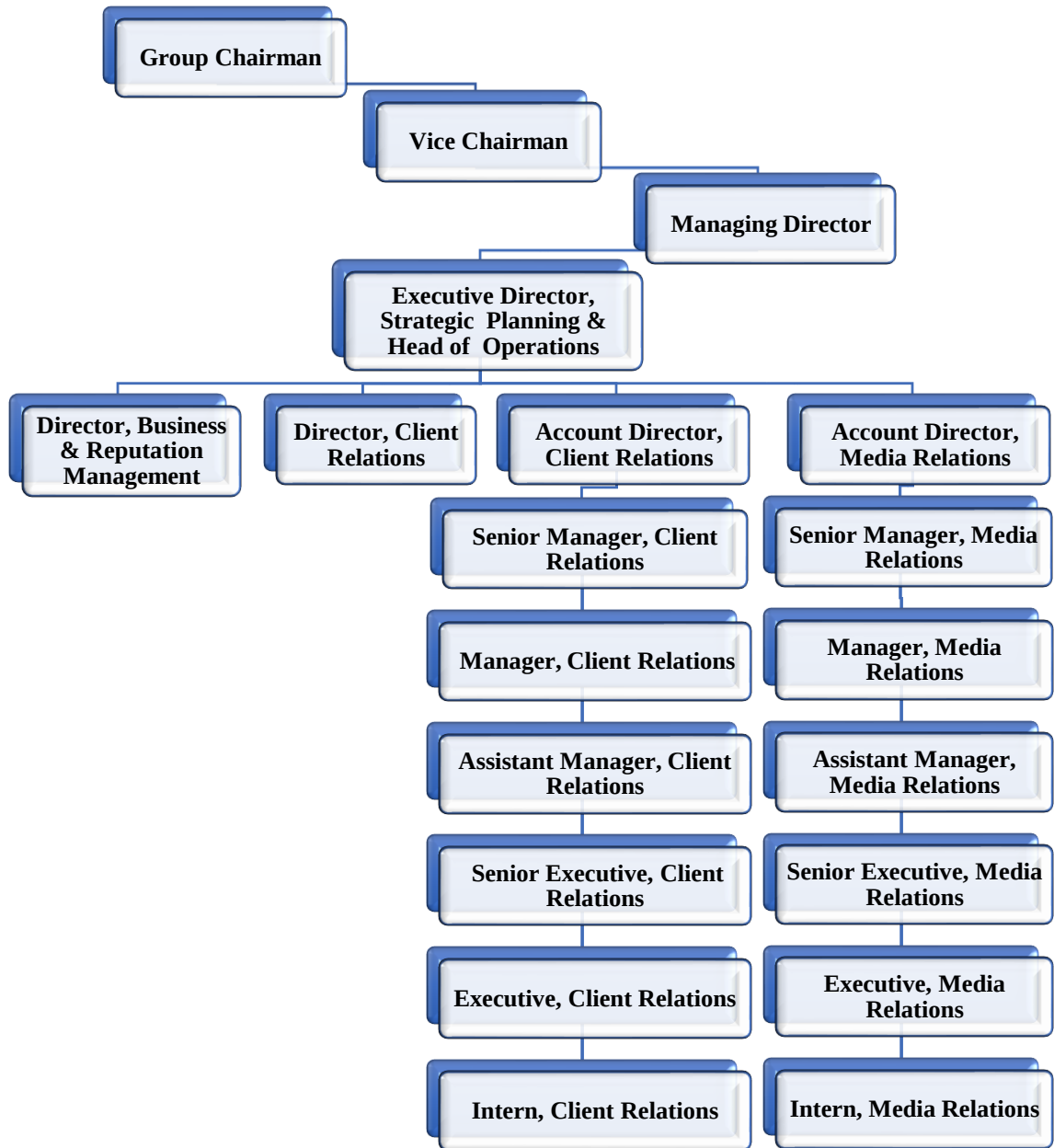
After creating a successful corporate brand, the next important step is to maintain it. That is why Asiatic 360 provides Public Relations services through its PR concern Forethought PR. Public Relations (PR) helps communicate credibly with audiences, as well as to maintain the brand's tone, personality, and reputation. PR is not only for external audiences, but also for internal ones. It can also help raise a brand's performance and reliability with them if leveraged fully.

Forethought PR is an independent PR agency with an objective to serve clients with strategic solutions based on progressive ideas integrated with conventional wisdom. Progressive ideas keep us contemporary and relevant to present times, but conventional wisdom gives us the edge that makes us reach new heights in this field.

In Bangladesh, there are more than 400+ newspapers, 20+ magazines, 30+ TV channels, and 10+ radio channels coupled with digital media. Forethought PR is there to help its client to identify the right media for their organization's publicity. Forethought PR's teams of experts are always prepared to provide prompt crisis Management Solutions to prevent any PR disasters from taking place. Similarly, they can provide contextual short, medium- and long-term strategic solutions according to clients' needs.

Forethought PR has access to 360° Solutions to suit all communication needs. Forethought PR also has a very strong, unparalleled working team led by people with vast experience in all fields.

Company's Organogram



Tasks

As an intern at Forethought PR, my principal responsibilities were as follows:

- Create media plans as part of pitching preparation for onboarding new clients
- Attend meetings, take notes, send out meeting minutes
- Attend brainstorming and idea-sharing meetings with the media team
- News monitoring and link sheet update
- Media engagement
- Event cover
- Press release dissemination
- Create PowerPoint slides
- Create regional trip plan for the media team
- Cumulative breakdown of 6 month's deliverables of all clients
- Media analysis
- Update media stakeholders' database
- Create a new work update spreadsheet for the media team
- Create third-tier online database
- Took content Brief
- Create media engagement status of the media team
- Create half yearly deliverables analysis 2022
- Create engagement matrix for the media team

Project Details

Project 1

Project Name: Experience Sharing by Wasfia Nazreen on Conquering K-2, the World's Most Dangerous Peak as the First Bangladeshi

Type of Work: Press Conference Event

Project Description: Wasfia Nazreen was the first person from Bangladesh to reach the top of the renowned K2, which is the second highest and riskiest peak in the world. Mountaineers found it technically far more challenging to climb than Mount Everest. She became one of the 40 women or so in history since 1954 to have scaled the most dangerous mountain on the planet. Renata Limited, one of the leading manufacturers of pharmaceutical and animal health products in the country, supported Wasfia as her sole sponsor throughout the magnificent journey. Shortly after Wasfia arrived in Bangladesh, on the proposal of our client Renata Limited, Forethought PR organized a press briefing event at the Sheraton Dhaka where Wasfia shared fascinating stories of her two-month adventure through the Karakoram.

My Tasks and Responsibilities: I was assigned to assist with giving shape and fine tuning the ideation of the media execution part of this event. My participation at this project started with creating a spreadsheet to select adequate media stakeholders for the invitation purpose. According to the instructions of my supervisor, I listed down the information of media stakeholders from the database. My next duty was to prepare a Bengali invitation mail which was actually sent to the media persons as the official invitation process. On the event day, my responsibility before the event was to collect all the necessary staffs regarding our media team such as: print media sign-up sheet to track the attendance of media personnel, gathering stationary staffs that are required for the event etc. At the event venue, my responsibility was to handle reception booth. I welcomed and greeted everyone from media and requested them to sign in the attendance sheet. My key task was to keep track of the number of attendances from media. Another responsibility of mine was to provide press releases to the respected media persons. After event, I delivered all the necessary data to the responsible media executive of our team. After that, I was tasked to review both Bengali and English press releases provided by the content team. I reviewed them and made some silly changes. Then I prepared four different versions of the press release to make media persons' work effortless. After that I provided all these to the responsible media executive of our team, and he finally shared the press release along with pictures and all other details to the media. It was a super successful event as we got a huge amount of coverage from both television, print, web, and digital media.

docs.google.com/spreadsheets/d/1IL7rMg5D8dRjzZ0bbvZXTwK-ydgg1tEngV1osgWwQ/edit#gid=1429162643

Wasfia Nazreen-K2 ☆ ☆

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	A	B	C	D	E	F	G	H
	Media Name	Journalist Name	Designation	Mobile	Email	Responsibility	Followup	Remark
1						Ananna	Done	
2	The Financial Express	Chief Reporter	Chief Reporter	017-1111112	sl	Ananna	Done	
3	The Business Standard	Chief Reporter	Chief Reporter	017-1111112	sl	Ananna	Done	
4					wasfia@wasfia.com	Alvi	Done	Left journalism, joined corporate, but can be backed
5	Dhaka Tribune	Chief Reporter	Chief Reporter	017-1111117	alvi	Alvi	Done	
6		Chief Reporter	Chief Reporter	017-1111117	alvi	Alvi	Done	
7	New Age	Chief Reporter	Chief Reporter	017-1111119	alvi	Ananna	Done	
8	New Nation	Chief Reporter	Chief Reporter	017-1111119	alvi	Ananna	Done	
9	Daily Sun	Chief Reporter	Chief Reporter	017-1111119	alvi	Sakir	Done	
10	Observer	Chief Reporter	Chief Reporter	017-1111119	alvi	Sakir	Done	
11	Bangladesh Post	Chief Reporter	Chief Reporter	017-1111119	alvi	Sakir	Done	
12	Asian Age	Chief Reporter	Chief Reporter	017-1111119	alvi	Sakir	Done	
13	Daily Star	Chief Reporter	Chief Reporter	017-1111119	alvi	Sakir	Done	
14					alvi	Alvi	Done	Confirmed by Rafat Binte Rashid
15	Business Post	Chief Reporter	Chief Reporter	017-1111119	alvi	Ananna	Done	
16	Daily Bangladesh Today	Chief Reporter	Chief Reporter	017-1111119	alvi	Ananna	Done	

TV Bangla NP English NP Web Explore

Image 1.1: Customised Media List for Invitation



Image 1.2: Me at the Event Venue

১৬ আগস্ট, ২০২২

বরাবর,
প্রধান বার্তা সম্পাদক/ বার্তা সম্পাদক/ চিফ রিপোর্টার / অ্যাসাইনমেন্ট এডিটর

বিষয়: প্রথম বাংলাদেশি হিসেবে বিশ্বের সবচেয়ে বিপজ্জনক পর্বতশৃঙ্গ কে-টু বিজয়াভিযান নিয়ে ওয়াসফিয়া নাজরীনের অভিজ্ঞতা বিনিময়।

জনাব,
আপনি জেনে আনন্দিত হবেন যে, সম্প্রতি বিশ্বের দ্বিতীয় সর্বোচ্চ পর্বতশৃঙ্গ এবং সবচেয়ে ভয়ংকর ও বিপজ্জনক কে-টু'র চূড়ায় পদচিহ্ন রেখেছেন দেশের প্রথম এভারেস্ট বিজয়ী নারী পর্বতারোহী বাংলাদেশের গর্ব ওয়াসফিয়া নাজরীন। রেনেটা লিমিটেডের পৃষ্ঠপোষকতায় প্রথম বাঙালি ও বাংলাদেশি হিসেবে তিনি এ মাইলফলক স্পর্শ করেছেন। বাংলাদেশের জন্য ঐতিহাসিক তাঁর এ বিজয়াভিযান নিয়ে ওয়াসফিয়া নাজরীন অভিজ্ঞতা বিনিময় করবেন। এ নিয়ে একটি সংবাদ সম্মেলনের আয়োজন করা হয়েছে।

অনুষ্ঠানসূচি:

তারিখ: বুধবার, ১৭ আগস্ট, ২০২২।

স্থান: নওয়াব, লেভেল-১২, শেরাটন, ঢাকা, বনানী।

সময়: দুপুর ৩:৩০ মিনিট।

এ অনুষ্ঠানে আপনার উপস্থিতি এবং সক্রিয় অংশগ্রহণ আমাদের অনুপ্রাণিত করবে। আপনার স্বনামধন্য প্রতিষ্ঠানের পক্ষ থেকে প্রতিনিধিকে অনুষ্ঠানে উপস্থিত থেকে সংবাদটি সংগ্রহ ও প্রচারের জন্য বিনীত অনুরোধ জানাচ্ছি।

শুভেচ্ছান্তে -

ইকরাম মঈন চৌধুরী

ব্যবস্থাপনা পরিচালক

ফোরথট পিআর, এশিয়াটিক থ্রিসিক্সটি

প্রয়োজনে: আলভী হোসাইন, মোবাইল: ০১৬৮১৬৮১৪৪০

Image 1.3: Invitation in Bengali Language (Drafted by Me)

Event –Experience Sharing by Wasfia Nazreen on conquering K-2, the world's most dangerous peak as the first Bangladeshi

Time & Date: 3:30 PM, 17th August, 2022 (Wednesday)

Venue: Hotel Sheraton Dhaka, Banani, Nawab (Level 12), Dhaka-1212

Sl	Name	Media House	Mobile	Email
16	Tanmay Paul	Ajker Patrika	01681436719	tanmay.paul@ajkerpatrika.com
17	S.M. SABIR	JANAKANTHA	01717-810252	melodyedbed@gmail.com
18	Nayan Kon	bdnews24.com	01611-634436	nayan.kon86@gmail.com
19	Aneeq Haque	Ajker Patrika	01558 421188	choitce04@gmail.com
20	Saiful Islam	Bhorer Kagoj	01742750885	i.am.saiful6@gmail.com
21	Ashik +1	Samakal	01620620322	ashik19@gmail.com
22	Fatima Tuj Johura	Kaler Koter	01734818109	fatima.phone329@gmail.com
23	Hossain Mohammad Sagor	Banglanews24.com	0172636179	sendhusagor@gmail.com
24	Sajida Islam Parul	Samakal	01881056363	sajidaparul@yahoo.com
25	Shamim +1	ATN Bangla	01716-60229X	Shamim.jose@gmail.com
26	Naeem Hassan	Mahabzamin	01771-976359	naeemhassan.jms@gmail.com
27	AJT Mahmud Ove	bdnews24.com	01919402268	PJarif@gmail.com
28	Shoriful Islam Khan	JAMUNA TV	01682886655	
29	Afrida Sreat Himika	Daily Ittefaq	01034006224	afridafrida@gmail.com
30	Soboyet Ahmed	Daily Ittefaq	01718-436031	

Image 1.4: Snapshot of the Signup Sheet

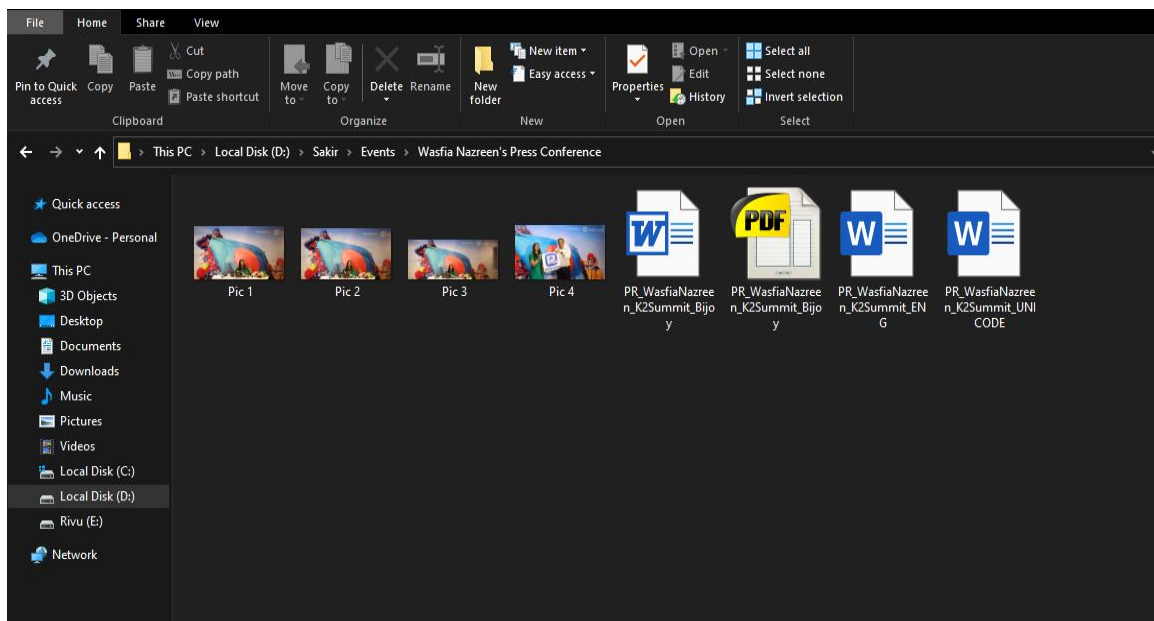


Image 1.5: Different Versions of Press Releases are Ready to be Dispatched

Wasfia Nazreen Work Update 2022

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Week	SL	Briefed Task	Briefed Date	Topic	Target	Due Date	Achieved	Achieved Date	Responsibility	Remarks	Coverage
August 2022											
79	3	1 Event Invitation	16.08.2022 (02:08 PM)	Press Conference	8TV, 10NP, 15W (40 Persons)	16.08.2022	N/A	16.08.2022	Alvi+Ananna	Done	N/A
80	2	Event	17.08.2022 (04:00 PM)	Press Conference	8TV, 10NP, 15W (40 Persons)	17.08.2022	17TV+15NP+10W+11DGT+1MAG=54 (70+Persons)	17.08.2022	Alvi+Ananna	Done	TV: NTV, DBC, Sonoy, ETV, RTV, BNP, PA, AP, TDS, ITQ, VK, TBS, DT W, Dhaka post, Jago, Arthosuchak, DGT, KK, BDnews, Janakantha, Nov MAG, Anondo Alo Day 1 TV: ATN Bangla, ATN News, Bang NP, AP, AS, BDP, VK, TDS, Dhaka W: AP on, Ajkerangali, Amadera DGT, PA, SAM, Newsbangla24, Ne Day 2
81	3	Press Release	18.08.2022 (08:13 PM)	returns to Bangladesh after	8TV+10NP+15W=33	22.08.2022	15TV+18NP+117W+9DGT=159	18.08.2022	Alvi+Ananna	Done	
82											
83											
84											
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92											

Wasfia Nazreen Print (Tier-1 & 2) Web Coverage Tier- 1 & 2 Print Coverage Tier-3 Web Coverage Tier-3 TV N Explore

Image 1.6: Snapshot of the Work Update Spreadsheet (Coverage Outcome)



Image 1.7: Our Team with Wasfia Nazreen

Coverage Links: Attached are some links among from 200+ media coverages.

The Daily Star

18-Aug-22 Page:12 Size: 20 col*inch
Circulation: 44814



A near-death experience

Back home, Wasfia describes her K2 summit

STAFF CORRESPONDENT

Any of the falling boulders, shifting snow on the slopes, and oxygen starvation could have taken her out and the bodies strewn all the way to the top of K2, the world's most notorious mountain, tested Wasfia Nazreen's nerves.

The eminent mountaineer said it required an extreme level of mental strength as seeing bodies and facing such harsh conditions strained the spirit. "Once you lose your senses, you end up dead."

Wasfia, the first Bangladeshi and one of only 54 women to have conquered K2, was narrating her experience yesterday in Dhaka yesterday.

She credited the achievement to the collaborative team effort that made it possible to return unhurt

SEE PAGE 6 COL 4

A near-death experience

FROM PAGE 12

from a mountain that takes more lives than any other.

"On the way to K2 summit, bodies are treated as landmarks. You will see many of them without heads, legs protruding, and bodies with eyes still wide open as if they are still alive. Among them are some celebrated mountaineers. The mind may dive into negative thinking after seeing such things," Wasfia said at a hotel in the city.

She said, "It gives you a sense that you could be next ..."

"It is easy to lose senses at that level of altitude. It is then you need the mental strength to fight off the negative thinking," the celebrated

mountaineer continued.

Wasfia knew that women climbers die more than their male counterparts on their way down as it is the hardest part.

"I had initiated the seven summits when Bangladesh had turned 40, and I wanted to attempt K2 to mark the golden jubilee of Bangladesh. For this one mountain, I have trained, prepared, and organised for almost 10 years. I owe my success to my team which consists of some of the strongest mountaineers on the planet," she added.

She said very few mountaineers have made it to the top of K2 in one go. Year after year many world-renowned mountaineers return and still fail to summit.

Resting in the Karakoram range in Pakistan, the 8,611 metre extremely hostile K2 is a lot more difficult to summit than Mount Everest, the highest peak in the world.

Almost pyramid-like steepness and unpredictable weather conditions have allowed only some 400 climbers to set foot at its peak, many of whom did not survive the descent.

Wasfia scaled K2 on July 22 along with her team.

Renata Ltd supported her as the sole sponsor throughout her expedition.

Wasfia is best known for being the only Bangladeshi to have climbed the Seven Summits – the highest mountains of every continent.

Image 1.8: Print Coverage from The Daily Star

(<https://epaper.thedailystar.net/Home/ShareArticle?OrgId=18856cbdd52&imageview=1>)

Web (Digital): <https://www.prothomalo.com/video/bangladesh/nfnb4q3jdp>

Web: <https://bangla.dhakatribune.com/bangladesh/2022/08/17/16607399212533>

Challenges: This was the first event where I have worked in every step with our media team from media invitation to press release dispatch. It was challenging for me to draft the invitation letter as the time was limited and there were a lot of pressure of urgency. At the event venue I faced lots of challenges to handle media persons as there were a huge presence of journalists. Luckily, one of my senior colleagues helped and guide me in every difficult situation.

My Mistakes:

- Selected some inappropriate stakeholder at first.
- Forgot to add the event details section at the invitation letter.
- Mentioned Reneta Limited's Managing Director's name at the regards part.
- I missed some media's name while counting total media presence from the signup sheet.

Learnings:

- I gathered knowledge on the whole circle of the work activity from a PR agency's media team end to execute an event successfully.
- Learned how to draft an invitation letter for media stakeholders for a press conference event.
- Gain an understanding of the process of selecting proper stakeholders for specific purpose.
- Improved the skill of working fast and efficiently under pressure.
- Acquire communication skills to make good relationship with media persons.
- Improved proficiency in how to track media presence in an event.

Project 2

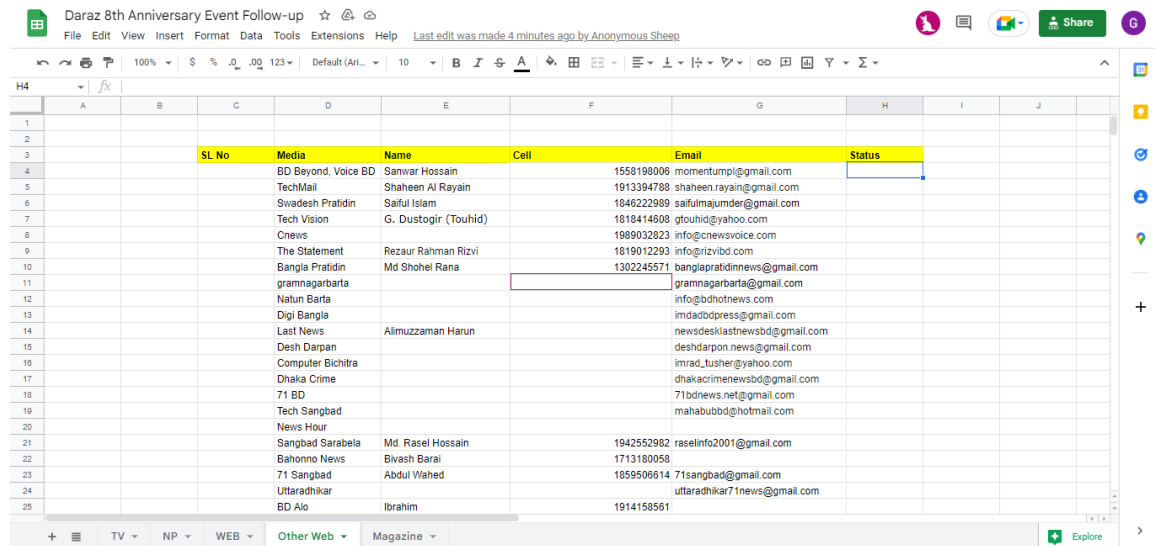
Project Name: Daraz “Meet the Press” Event; A celebration of eight year-long unbound joy!

Type of Work: Event and Press Release Dissemination

Project Description: Daraz started its journey in 2014, exactly eight years ago. The company has evolved into the top e-commerce platform today in Bangladesh, as it shares its success with over 7 million customers, 41,000 vendors, and many other partners and stakeholders. Daraz celebrates this momentous occasion with an anniversary campaign, which was launched on August 25, 2022, at Ruposhi Bangla Grand Ballroom, InterContinental Dhaka during a press conference. This commemorative anniversary campaign is dedicated to the company's loyal customers and their unwavering love and support. Forethought PR planned the media strategy, made sure media representatives were present, and secured media coverage of the event based on the necessity of our client Daraz Bangladesh.

My Tasks and Responsibilities: When I heard about this event, it made me very curious, and I expressed my interests to my supervisor that I want to work in the execution team of this event. He was pleased with me and included me in the core team. My participation in this project started with drafting the invitation letter for media stakeholders. After that I attended a meeting with the responsible team, and we prepared a road map on how to execute this event. After giving shape and fine tuning the ideation of the media execution part of this event, we made the Daraz 8th Anniversary Event follow-up spreadsheet where we listed down adequate media stakeholders for the invitation purpose. Then Bakul Roy (Manager, Media Relations) dada tasked me to start pre-engagement follow-up with relevant media stakeholders. I called every one of the other webs section, invited verbally, and noted down the remarks. The following day we officially invited our selected media stakeholders through email and then contacted them accordingly. On the event day, my responsibility before the event was to collect all the necessary staff regarding our media team such as print media sign-up sheets to track the attendance of media personnel, gather stationary staffs that are required for the event, etc. At the event venue, my responsibility was to handle the reception booth. As it was a big event, the presence of the media was overwhelming, and I got a chance to introduce myself to many prominent journalists. I welcomed and greeted everyone from the media and requested them to sign in the attendance sheet. My key task was to keep track of the number of attendances from the media. Another responsibility of mine was to provide press releases to respected media

persons. I requested and managed some video journalists to take and cover video bytes of Daraz's Managing Director. After the event, I delivered all the necessary data in a spreadsheet file to the responsible Assistant Manager of our team. After that, I was tasked to review both Bengali and English press releases provided by the content team. I reviewed them and made some silly changes. Then I prepared different versions of the press release to make media persons' work effortless. Then I provided all those to the responsible assistant manager of our team, and he finally shared the press release along with pictures and all other details to the media. The following day, I was tasked with news monitoring of this event's coverages. It was a super successful event as we could manage to bring 150+ media stakeholders to the event and got a huge amount of coverage from television, print, web, and digital media.



SL No	Media	Name	Cell	Email	Status
4	BD Beyond, Voice BD	Sanwar Hossain		1558199006 momentupl@gmail.com	
5	TechMail	Shaheen Al Rayain		1913394788 shaheen.rayain@gmail.com	
6	Swadesh Pratidin	Saiful Islam		1846222989 saifulmajumder@gmail.com	
7	Tech Vision	G. Dustogir (Touhid)		1818414608 gtouhid@yahoo.com	
8	Cnews			1899032823 info@cnewsvoice.com	
9	The Statement	Rezaur Rahman Rizvi		1819012293 info@ritzvibd.com	
10	Bangla Pratidin	Md Shohel Rana		1302245571 banglapratidinnews@gmail.com	
11	gramnagarbarta			gramnagarbarta@gmail.com	
12	Natun Barta			info@bdhotnews.com	
13	Digi Bangla			imdadbdpress@gmail.com	
14	Last News	Alimuzzaman Harun		newsdesklastnewsbd@gmail.com	
15	Desh Darpan			deshdarpan.news@gmail.com	
16	Computer Bichitra			imrad_tusher@yahoo.com	
17	Dhaka Crime			dhakacrimenewsbd@gmail.com	
18	71 BD			71bdnews.net@gmail.com	
19	Tech Sangbad			mahabubbd@hotmail.com	
20	News Hour				
21	Sangbad Sarabela	Md Rasel Hossain		1942552982 raselinfo2001@gmail.com	
22	Bahonno News	Bivash Barai		1713180058	
23	71 Sangbad	Abdul Wahed		1859506614 71sangbad@gmail.com	
24	Uttaradhikar			uttaradhikar71news@gmail.com	
25	BD Alo	Ibrahim		1914158561	

Image 2.1: Customised Media List for Invitation

First Draft of the invitation:

To,

Editor/ Head of News/ CNE / Chief Reporter/ Assignment Editor/ Business Editor/ Head of Marketing

Subject: Invitation to the Press Conference of Daraz 8th Anniversary

Dear Sir,

Daraz Bangladesh invites you to the Press Conference event on 8th Anniversary in Bangladesh.

Spokesperson from Daraz Bangladesh will share details of 8 years' journey of Daraz in Bangladesh. We are inviting all our media stakeholders to join this anniversary program. Managing Director & High officials from Daraz Bangladesh will be present at the venue.

Event Details:

Date: 25th August, 2022 (Thursday)

Time: 11.45 AM

Venue: Hotel InterContinental Dhaka.

Your presence and active participation at the event would be greatly appreciated. We look forward to your cooperation and support.

Best Regards,

AHM Hasinul Quddus (Rusho)

Chief Corporate Affairs Officer

Daraz Bangladesh

RSVP:

Bakul Roy - 01716172739, Kamrul Islam Sarzil- 01743183573

Final Draft of the invitation:



forethoughtPR

To,

Editor/ Head of News/ CNE / Chief Reporter/ Assignment Editor/ Business Editor/ Head of Marketing

Subject: Invitation to cover the Press Conference of Daraz 8th Anniversary

Dear Sir,

Daraz Bangladesh pleasantly invites you to the Press Conference event on 8th Anniversary in Bangladesh. **Spokesperson from Daraz Bangladesh will share details of 8 years' journey of Daraz in Bangladesh.** We are inviting all our media stakeholders to join this anniversary program. Managing Director & High officials from Daraz Bangladesh will be present at the venue.

Event Details:

Date: 25th August, 2022 (Thursday)

Time: 11.45 AM

Venue: Ruposhi Bangla Grand Ballroom, **InterContinental Dhaka.**

Your presence and active participation at the event would be greatly appreciated. We look forward to your cooperation and support.

Best Regards,
AHM Hasinul Quddus (Rusho)
Chief Corporate Affairs Officer
Daraz Bangladesh

RSVP:

Bakul Roy - 01716172739, Kamrul Islam Sarzil- 01743183573



Image 2.2: Event Planning Meeting with the Team



Image 2.3: Our Team at the Event Venue

Daraz 8th Anniversary Press Conference
Date: August 25, 2022

SL No	Name	Media	Cell	Email
1	Khalid	e-commerce barta	0171068896	rsnchard@gmail.com
2	মোঃ হারুন আর রশিদ			
3			01911739082	
4	Mahabul Alam	Jagorenews24.com	01677169416	
5	Md. Jaleel Hossain	TBS	01735537503	mdjaleelhossain732@gmail.com
6	Md. Jaleel	Digri Bangla	01972600579	imdadulhaque@gmail.com
7	Badol Khan	Prothom Alo	0191115085	khanbadol@gmail.com
8	Ud. Upkara Uja	The Asian Age	01747419609	Uj
9	Ahmed Anwar	channel 29	01316987907	auntul.ahmed@gmail.com
10	Mehedi Hasan	Dhaka Tribune	01623152532	Rahimulhossain@gmail.com
11	M. Rajab Ali	The Financial Express	01711053092	M. Rajab Ali
12	Zehraun	Prothom Alo	01712-238041	
13	Satv	TBS	0167014654	S. Zaman Satv. DT@gmail.com
14	Fahim	TBS	01913628484	
15	Syed	TBS	—	Syed

Image 2.4: Snapshot of the Signup Sheet

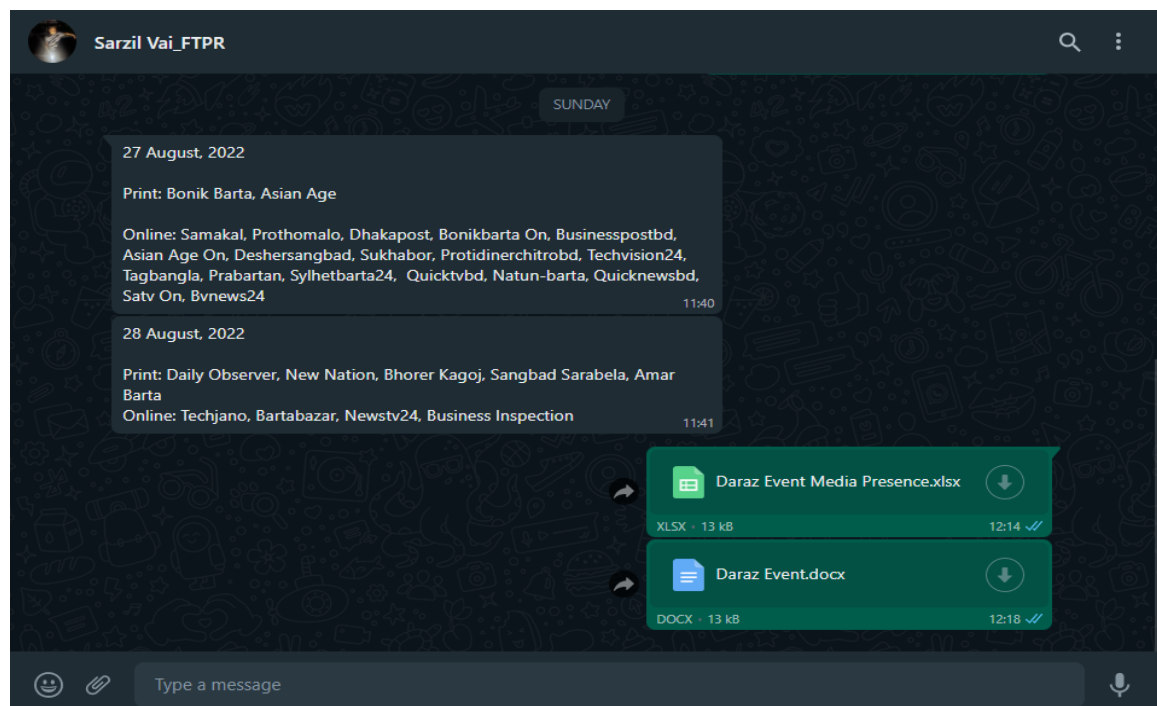


Image 2.5: WhatsApp Correspondence with the assigned project personnel

FTPR Media Team Work Update 2022 ☆ 📎

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TV: Ananda TV, ATN Bangla, Banglavision, Channel 24 (2), GTV, Nagorik TV, NTV, RTV, Despto, Independent TV, Somoy TV, Ekattor TV, Global TV, Mohona TV, Channel i

SL	Briefed Task	Briefed Date	Topic	Target	Due Date	Achieved	Achieved Date	Responsibility	Rem
122	13 Event	Aug 25	8 years anniversary	120 Media	Aug 29 16TV+26NP+133W		Aug 26	Team	Don

+ Samsung IM - Grameenphone - OPPO - Daraz - Akij - Viber - Huawei - Singer - Metlif - Explore

Image 2.6: Snapshot of the Work Update Spreadsheet (Coverage Outcome)

--/--/----

Daraz Event

#Inquilab
 #Manabganthan
 #JaiJaiDin

Media Engagement

Prothom Abo
 Manabganthan
 DBE
 SA TV
 News 24
 Radio Shadhin
 Channel I
 Bangla Tribune - Hader A Hadim, ICTineage
 Mohona TV

Image 2.7: Handwritten Notes

Daraz BD celebrates its 8th anniv

Online marketplace Daraz Bangladesh is celebrating its 8th anniversary with a special anniversary campaign, reports UNB.

The campaign with the slogan "8 years of Unbound Joy Thank You, Bangladesh!" was inaugurated through a press conference at a city hotel on Thursday. The campaign will continue from September 04 to 11.

To make the anniversary memorable for the shoppers, Daraz has brought a wide array of exciting tractions such as brand-free shipping, mystery box, flash sales, hot deals, mega deals.

Besides, the campaign comprises massive discount offers of up to Tk 15,000, gamification giveaways, vouchers, payment offers, new user gifts, flash puzzle challenges, exclusive launches, and exceptional EMI facilities.

After eight years the company has transformed into a leading e-commerce platform as it shares its success with over 7.0 million customers, 41,000 sellers, and numerous partners and stakeholders, said the speakers at the press conference.

Image 2.8: Print Coverage from The Financial Express

Coverage Links: Attached are some links among from 150+ media coverages

Print/ epaper:

https://epaper.thefinancialexpress.com.bd/?archieiv=yes&arch_date=26-08-2022#

Web:

<https://www.thedailystar.net/business/news/daraz-invest-tk-1000-crore-bangladesh-4-years-3103096>

<https://www.prothomalo.com/amp/story/technology%2F2sdyquj3na>

Challenges: Assuring the targeted number of media representatives at the event was the primary challenge of this project because the client requested 120 media stakeholders, which was not an easy deal. During the phone follow-up for the invitation, I had some trouble answering various queries from media stakeholders. Managing the large gathering at the event and keeping track of the precise number of guests was also a major difficulty.

My Mistakes:

- I delivered scattered answers to some of the questions from media stakeholders.
- Couldn't provide the actual number of the media presence at first.
- At first, I didn't mention Ruposhi Bangla Grand Ballroom in the venue section of the invitation letter.

Learnings:

- Gathered knowledge on how to plan and fine-tune a media strategy for an event.
- Learned how to invite and follow-up with media stakeholders.
- Received a lesson on how to handle and respond to various unwelcome queries.
- Acquired communication skills to make good relationships with media persons.
- Practically experienced how to handle a big crowd of journalists at an event.
- Gathered knowledge on how to manage crises.
- Improved teamwork skills.

Project 3

Project Name: British American Tobacco Bangladesh PR Pitch

Type of Work: Industry analysis and sharing intelligence

Project Description: British American Tobacco Bangladesh (BATB) shared an objective of their brand and scope of work, where Forethought PR participated in a pitch contest. The requirement from British American Tobacco Bangladesh was identifying relevant stakeholders in media and government, idea generation for PR campaign, and overall establishing the company as the true development partner of Bangladesh.

My Tasks and Responsibilities: Received a brief from my immediate supervisor, Rajiur Rahman, about the project verbally. At first, we had a meeting with Ishtiaq Husain, Senior Manager, Media Relations, about the business policy and media relations of British American Tobacco Bangladesh, as he has previous work experience with BATB. Then I Read, Studied, and analyzed the ESG Report 2021 of British American Tobacco Bangladesh. ESG- Excellence in Environmental Management, Delivering a positive SOCIAL impact, Robust corporate GOVERNANCE. After that, I had a meeting with Rajiur bhaia about the research planning for the last five years' tobacco-related news. After the meeting, we started screening the published news about tobacco in the last five years. We analyzed around 4000 published news, and with those data of tobacco news analysis, created a detailed media mapping, shared a holistic scenario, and proposed the road map for BATB. We, the media planning team, were pleased that the majority of our insights were used and highlighted in the pitch presentation.

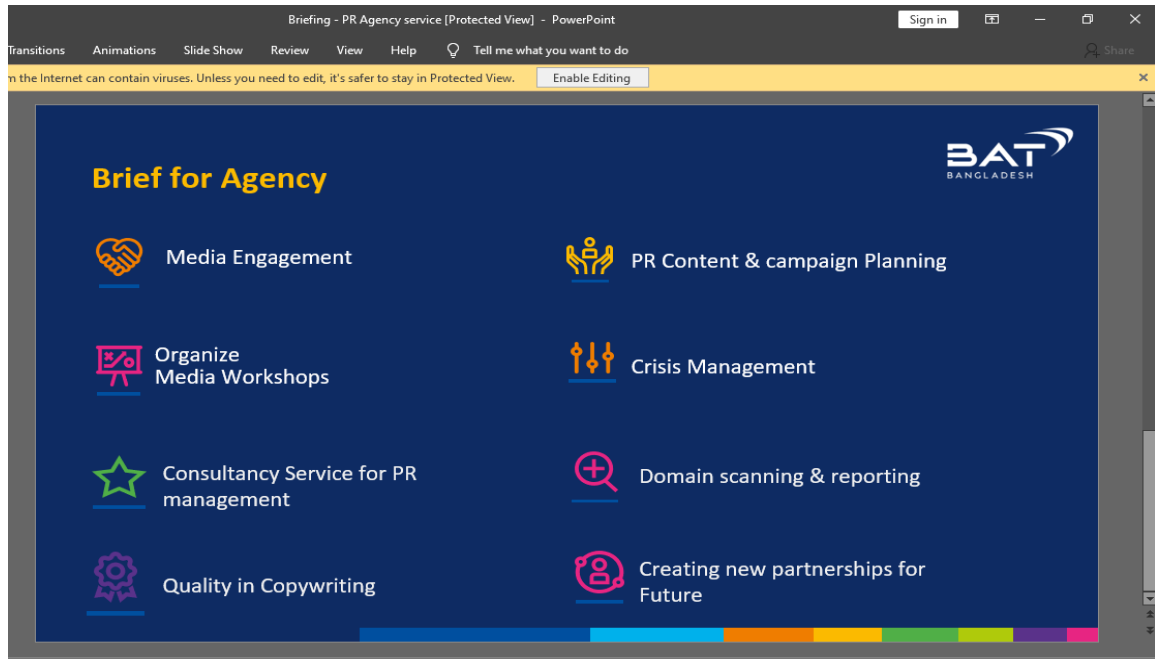


Image 3.1: Brief of the Scope of Work for PR Agency from BATB

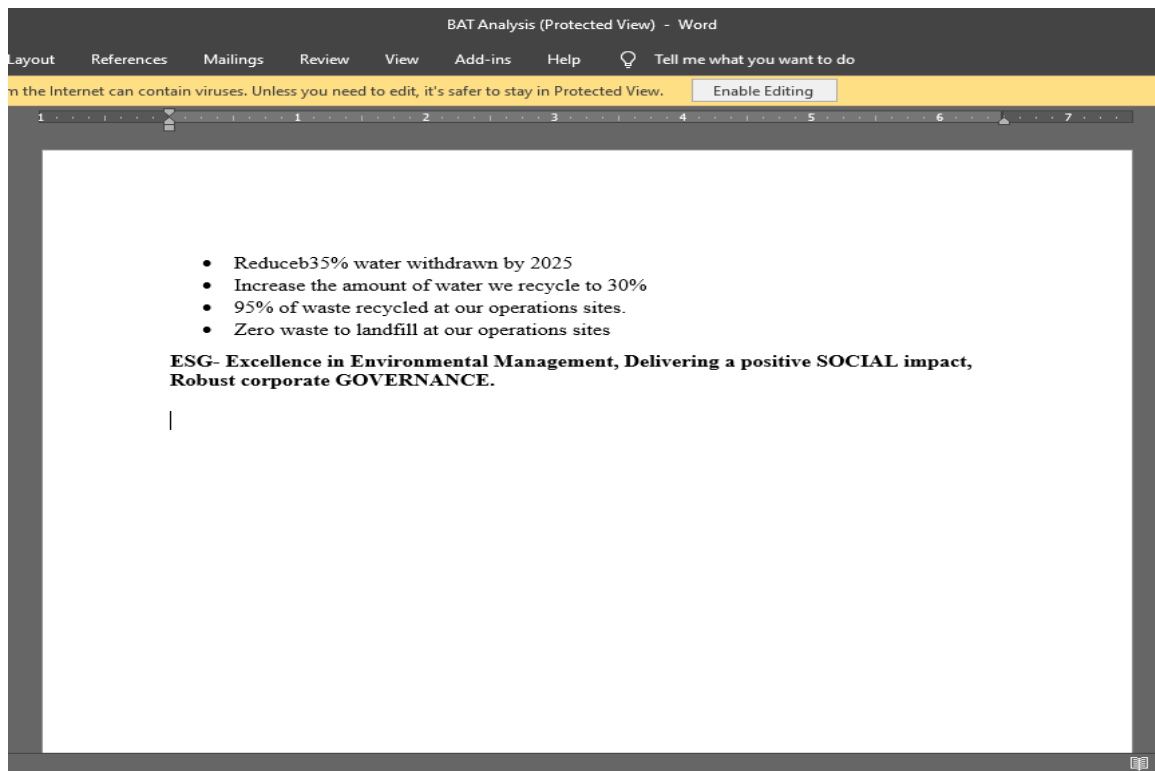


Image 3.2: Notes of ESG Report Analysis

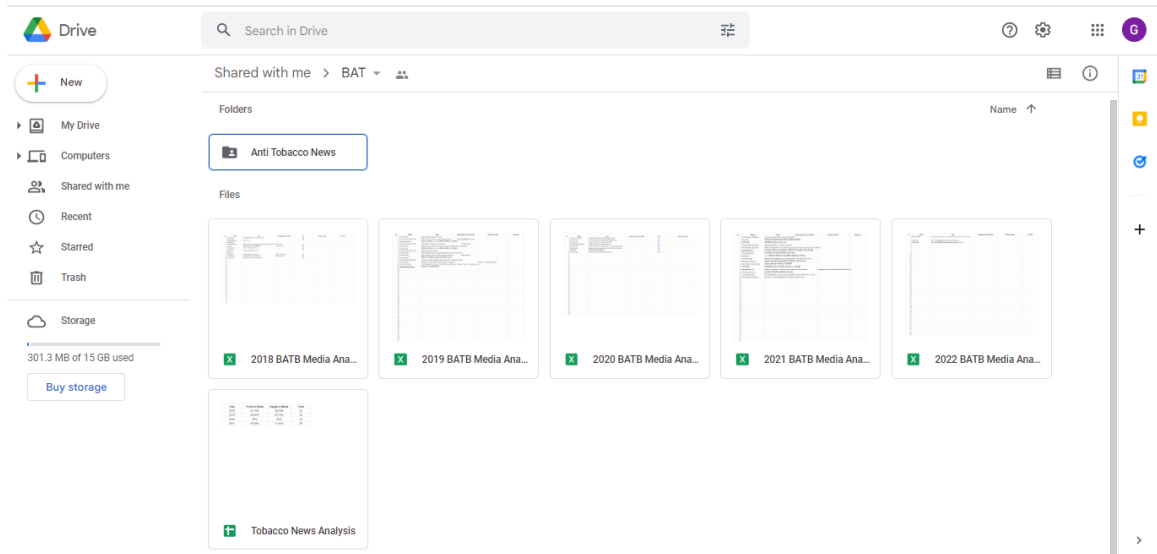


Image 3.5: Tobacco and BATB related news Analysis

BAT Pos/Neg

File Edit View Insert Format Data Tools Extensions Help Last edit was made on August 14 by Alvi Forethought PR

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News				E	F	G	H	I	J	K	L	M	N	O	P
A	B	C	D												
News															
Positive	Negative														
Industry	BAT	Industry	BAT												
1	1	1	1												
2	2	2	2												
3	3	3	3												
4	4	4	4												
5	5	5	5												
6	6	6	6												
7	7	7	7												
8	8	8	8												
9	9	9	9												
10	10	10	10												
11	11	11	11												
12	12	12	12												
13	13	13	13												
14	14	14	14												
15	15	15	15												
16	16	16	16												
17	17	17	17												
18	18	18	18												
19	19	19	19												
20	20	20	20												
21	21	21	21												
22	22	22	22												

Explore

Image 3.6: News Tonality Analysis

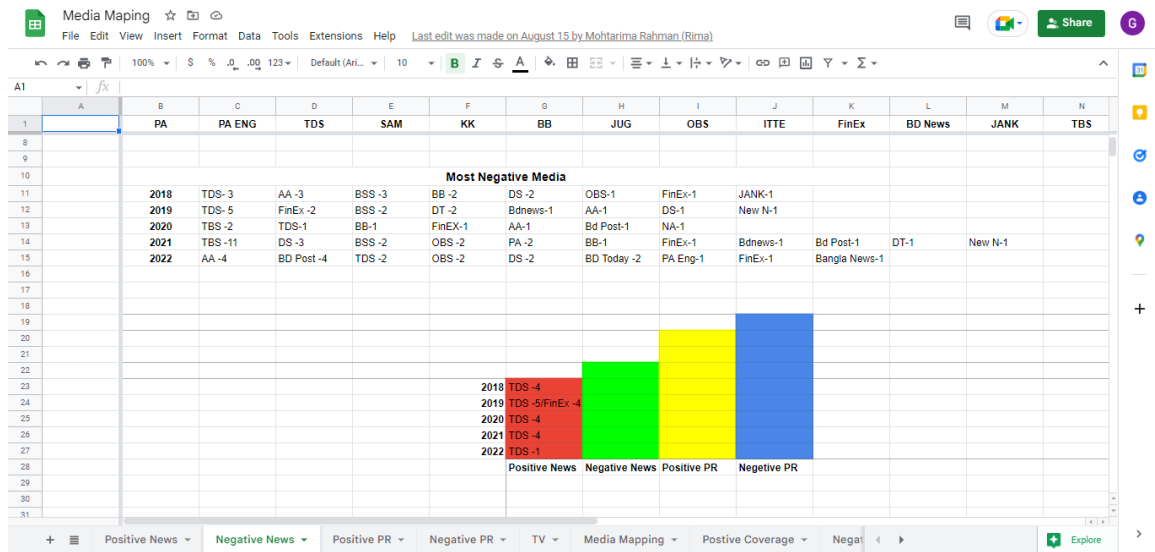


Image 3.7: Media Mapping for BATB



Image 3.8: Meeting Regarding BATB Project

Challenges:

At first, it was difficult for me to understand the whole procedure of this project as there were a lot of complex workloads. It was very hectic and stressful to scanning and analyzing 4000+ news. I struggled to categorize positive and negative news about tobacco where BATB involved. And the most challenging part was identifying the anti-tobacco entity from our source.

My Mistakes:

- Did not count some news relevant to BATB.
- Made mistakes while making the portfolio spreadsheet of relevant stakeholders.

Learnings:

- How to develop media planning for any brand.
- Gathering intelligence from a reliable source without affecting the existing relationship.
- Media stakeholder mapping put them in the relevant pillar.
- Keep your head calm during immense workload and pressure.

Project 4

Project Name: Grameenphone Contributes Tk 30.31 Crore to Labour Welfare Fund

Type of Work: Press Release Dissemination

Project Description: This August, Grameenphone donated around Tk 30.31 crore amidst the ongoing global pandemic and economic instability, to the Bangladesh Labour Welfare Foundation Fund under the Ministry of Labour and Employment for the betterment of the workers. This fund financially supports to the workers in the formal and informal sectors for the treatment of workplace accidents, illnesses, and injuries, as well as for the higher education of meritorious children of the workers. Our client Grameenphone provided us the press release regarding this CSR activity and tasked us to disseminate it to the media and to make sure the coverages to the national media.

My Tasks and Responsibilities: This project was a teamwork. Grameenphone briefed the work to our Director of Client Relations. He shared the task to our Senior Manager of Media Relations and the Senior Manager assigned Alvi Hussain, Executive, Media Relations to complete the task along with me. My first duty was to download the press release and read it carefully to find out the most important message from it. when I was done with this, I cross-checked both English and Bengali press releases and fixed some spelling mistakes. After that I recreated a Bijoy version and also a pdf version of the Bengali press release. Lastly, I corrected the formation of every version according to the guidance of Alvi bhaia. Next step was to dispatch the press release to the media and follow-up. My next responsibility was to monitor the news coverage and update the GP work update sheet for next three days.

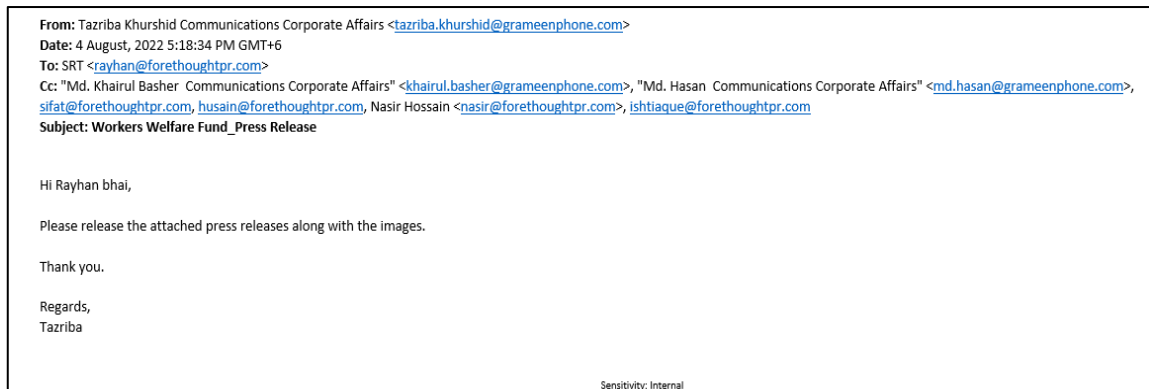


Image 4.1: Work Brief from Client

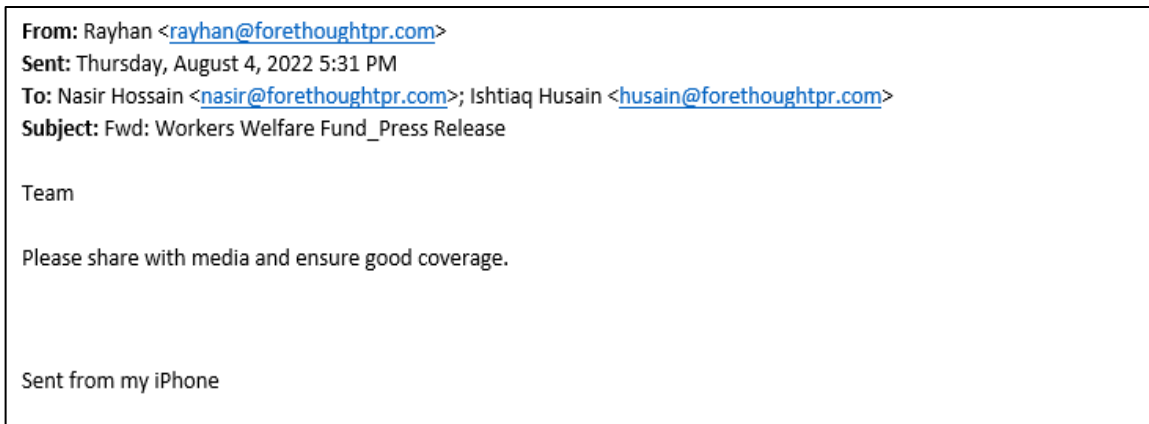


Image 4.2: Project Handed Over to the Media Team

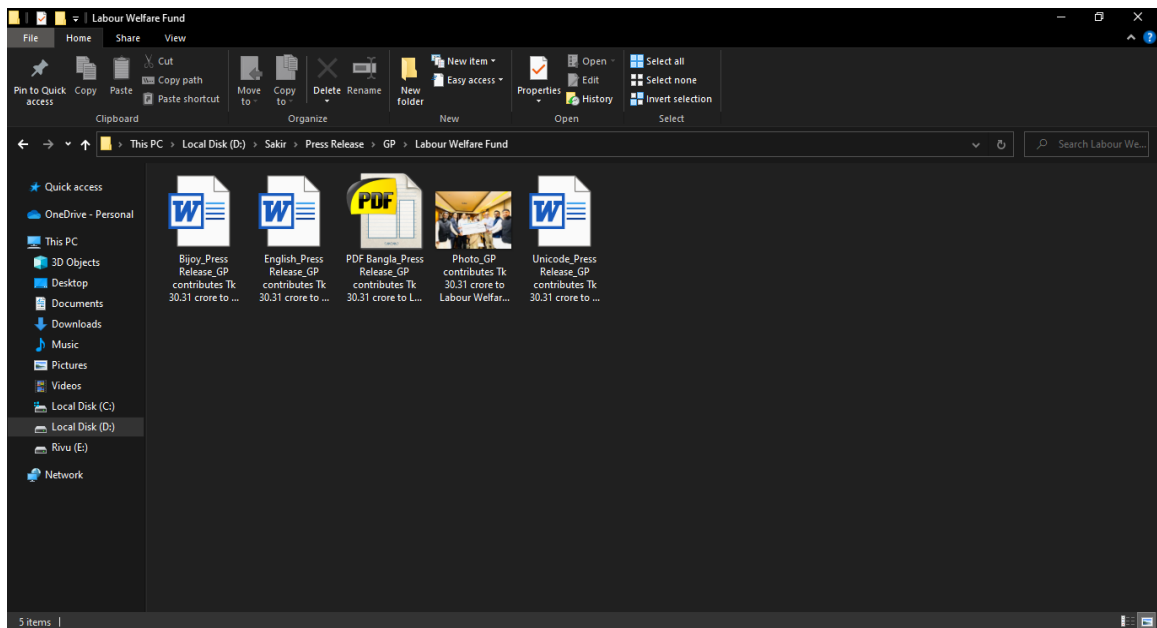


Image 4.3: Different Versions of Press Releases are Ready to be Dispatched



Image 4.4: Me Updating News Monitoring at GP Work Update Spreadsheet

GP Work Update 2022

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H77 17TV+13NP+78W+108

Week	SL No	Briefed Task	Briefed Date	Topic	Target	Due Date	Achieved	Achieved Date	Responsibility	Remarks
July 2022										
Week-01	1	Press Release	02.08.2022 (08:30 PM)	Ital Nation Award by GSM/A for minimizing the Di	National Media	05.08.2022	11NP+31WB=42	04.08.2022	Nasir	Done WB: Digibang
	2	Talk show	03.08.2022 (02:15 PM)	5G Network	Jahnnel 24 (Clit #	N/A	N/A	N/A	Alvi	Done Opportunity s
	3	Event Invitation	04.08.2022 (11:16 AM)	Future Nation	N/A	N/A	N/A	N/A	Alvi+Nasir	Done Media invitati
	4	Press Release	04.08.2022 (06:14 PM)	Workers Welfare Fund	National Media	07.08.2022	20NP+61WB=81	07.08.2022	Alvi	Done WB: Digibang
	5	Press Release	06.08.2022 (06:14 PM)	Grameenphone recognized as one of the highest	National Media	09.08.2022	13NP+51WB=74	09.08.2022	Nasir	Done WB: TDS on,
	6	Event	04.08.2022 (11:16 AM)	Future Nation	15 TV Presence	07.08.2022	17 TV Presented	07.08.2022	Alvi+Nasir	Done BT, RTV, AT
	7	Press Release	07.08.2022 (09:06 PM)	Future Nation	National Media	10.08.2022	17TV+13NP+78W=108	10.08.2022	Alvi	Done WB: Digibang
Week-01	8	Press Release	10.08.2022 (07:06 PM)	Data Packs	National Media		1NP+23W=24		Alvi	Ongoing WB: Corpora

Print (Tier-1 & 2) Web Coverage Tier-1 & 2 Print Coverage Tier-3 Web Coverage Tier-3 TV Magazine Explore

Image 4.5: Screen Shot of the Coverage Update

Coverage Links: Attached are some links among from 80+ media coverages

Web:

<https://www.dhakatribune.com/business/2022/08/04/gp-contributes-3031c-to-labour-welfare-fund>

<https://www.jagonews24.com/economy/news/783176>

শ্রমিক কল্যাণ তহবিলে ৩০ কোটি জমা জিপির

শ্রম ও কর্মসংস্থান মন্ত্রণালয়ের অধীন
বাংলাদেশ শ্রমিক কল্যাণ ফাউন্ডেশন তহবিলে
৩০ কোটি ৩১ লাখ টাকা জমা দিয়েছে
বেসরকারি মোবাইল ফোন অপারেটর
গ্রামীণফোন। গতকাল বৃহস্পতিবার শ্রম
প্রতিমন্ত্রী বেগম মনুজান সুফিয়ানের কাছে
গ্রামীণফোনের প্রধান মানবসম্পদ কর্মকর্তা
সৈয়দ তানভির হোসেনের নেতৃত্বে পাঁচ
সদস্যের প্রতিনিধিদল চেক হস্তান্তর করে।
দেশি, বিদেশি ও বহুজাতিক মিলে ২৬৫টি
প্রতিষ্ঠান তাদের লভ্যাংশের নির্দিষ্ট অংশ
নিয়মিতভাবে এই তহবিলে অর্থ জমা দিচ্ছে।
গতকাল পর্যন্ত তহবিলে জমা হয়েছে ৭৪০
কোটি টাকা। **বিজ্ঞপ্তি**

Image 4.6: Print Coverage from Prothom Alo

Challenges: The main challenge I faced during this project was to find out the key selling point/ message by reading the press release. Another difficulty was limited time and active pressure of urgency from client.

My Mistakes:

- I missed the main selling point/ most important message to sell this news
- Couldn't prepare Bijoy version perfectly
- I failed to attach some news monitoring links

Learnings:

- I gathered knowledge on how to find the main message from a press release
- Acquired knowledge on the Bijoy typing
- Improved proper formation skills
- Improved my teamwork skills

Project 5

Project Name: Berger brings 10th Berger Award for Excellence in Architecture – BAEA

Type of Work: Press Conference Event

Project Description: Berger Award for Excellence in Architecture (BAEA) is one of the most prestigious and recognized awards in the field of architecture in Bangladesh. The "Berger Architects' Award" and "Berger Young Architects' Award," which include residential and non-residential categories, were two initial attempts to broaden the vision. Through a press conference conducted in August at the Patio Hall of the Gulshan Club, Berger Paints Bangladesh Limited officially unveiled the remarkable 10th edition of the BAEA awards in collaboration with the Institute of Architects Bangladesh (IAB). Forethought PR planned the media strategy, made sure media representatives were present, and secured media coverage of the event based on the necessity of our client Berger Paints Bangladesh Limited.

My Tasks and Responsibilities: I was assigned to assist two senior media executives of the media team for this project. My participation in this project started with a meeting where Asif bhaia and Salma apu (Senior Media Executives) planned the roadmap of the media planning for this event. Asif bhaia gave me a brief and told me to create a spreadsheet to select adequate media stakeholders for the invitation purpose. Then Salma apu taught me how to prepare an English invitation letter for media stakeholders. With her guideline, I drafted the invitation letter. Then I did some follow-ups over the phone call. On the event day, my responsibility before the event was to collect all the necessary staff regarding our media team such as print media sign-up sheets to track the attendance of media personnel, gather stationary staffs that are required for the event, etc. At the event venue, I assisted my team in welcoming everyone from the media and requested them to sign in the attendance sheet. I communicated with the Channel I team over the phone and then received them at the event venue as they were struggling with time management and were a bit late for covering the event. I was tasked to list down the media names that were present at the event. Another responsibility of mine was to provide press releases to respected media persons.

Berger brings 10th Berger Award for Excellence in Architecture – BAEA ☆ ☆

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	A	B	C	D	E	F	G	H
	Media Name	Journalist Name	Designation	Mobile	Email	Responsibility	Followup	Remark
1						asif		
2	Channel i			012-2552154		asif	Done	
3				17		asif	Done	
4						asif	Done	
5	ATN Bangla					asif	Done	
6						asif	Done	
7	ATN News					asif	Done	
8						asif	Done	
9	Maasranga					asif	Done	
10						Salma	Done	
11	Independent					Salma	Done	Didn't Assigned
12						sakir	Done	
13	Gazi					sakir	Done	
14						sakir	Done	
15	NTV					sakir	Done	Assigned
16						sakir	Done	
17	RTV					salma	Done	Assigned
18						salma	Done	
19	Banglavision					salma	Done	
20						salma	Done	
21	Ekushey					salma	Done	Assigned
22						salma	Done	
23						salma	Done	
24						salma	Done	
25						salma	Done	

TV Bangladesh English NP English NP Web Explore

Image 5.1: Customised Media List for Invitation



Image 5.2: Selfie with Media Team at the Event Venue

For Media Only					
Berger Award for Excellence in Architecture (BAEA)					
Gulshan Club, Patio Hall					
Date: 10 August, 2022; Time: 12:00 PM					
Name	Media Name	Designation	Mobile	Email	Signature
Md. Shaukat Sagar	Ananda Tv	Reporter	01722406183	shaukat.sagar@gmail.com	[Signature]
Jahin Rayhan	TBS	S.C.	01675589426	Jahin.rayhan83@gmail.com	[Signature]
Faruq x2	Ekattor TV	cameraman	01324710236	Ekattor.mkt@gmail.com	[Signature]
Rahim Bhui	Jamuna				
Saiful Islam	Sandesh				
Rasul	Kalabandho	Bj. Manager	01729077112		
Azifur Rahman	Ittefaq	Senior Reporter	01717144270	sagar.ittfaq@gmail.com	
Jahidul Haque	TBS NEWS	DJ. Manager	01735537593	mohidulhaque72@gmail.com	[Signature]
Dhali x	MZN				
SIPON	canva	Sr. Ex. Mgr	0171838285	SIPON83@gmail.com	[Signature]
Sirajul Islam	Bangladesh	Head of Sales	+8858151324	Siraj@banglatribune.com	

Image 5.3: Snapshot of the Signup Sheet

August 08, 2022

Attention: Editor in Chief / Head of News/ Chief News Editor/ News Editor/ Assignment Editor/ Chief Reporter/Marketing

Subject: Invitation to attend Berger Award for Excellence in Architecture (BAEA)

Dear Sir,

Berger Award for Excellence in Architecture (BAEA) is one of the most prestigious and recognized awards in the field of architectural profession in Bangladesh. Berger Paints Bangladesh Limited (BPBL) in association with the Institute of Architects Bangladesh (IAB), introduced this award in 2003. It is the momentous 10th cycle of the BAEA awards this year, which means this initiative has traversed twenty years which is a historic and mentionable feat.

Berger Paints Bangladesh & Institute of Architects Bangladesh (IAB) jointly decided to invite projects under Open Category for the 10th cycle of the Berger Award for Excellence in Architecture.

Ar Mubasshar Husain, President, Institute of Architects Bangladesh, Ms Rupali Chowdhury, Managing Director, Berger Paints Bangladesh Ltd. and members from both the organizations will also be present in the ceremony.

You are cordially invited to join the event and inspire us.

Program Details:

Event: Press Conference on launch of 10th Berger Award for Excellence in Architecture (BAEA)

Time: 11.30 am, August 10, 2022

Venue: Gulshan Club, Patio Hall

We will be honored and highly considered if you could assign a reporter and a videographer/photographer to attend this conference.

Yours Sincerely,



Ikram Mayeen
Managing Director
Asiatic 3 Sixty

RSVP: UMMA Salma (01981678212)

Image 5.4: Invitation Letter for Media (Drafted by Me)



The Institute of Architects Bangladesh President Ar Mubasshar Husain, Architect Qazi M Arif, Berger Paints Bangladesh Ltd Managing Director Rupali Chowdhury and other officials of Berger attend the launching ceremony of the Berger Award for Excellence in Architecture 2022 at Gulshan Club on Wednesday. PHOTO: COURTESY

Berger brings 10th Berger Award for Excellence in Architecture

AWARDS - BANGLADESH

TBS REPORT

Berger Paints Bangladesh Limited has launched the 10th edition of the Berger Award for Excellence in Architecture in association with the Institute of Architects Bangladesh (IAB).

The application deadline is 30 August and the award function will be held on the third week of November.

The award winners will get Tk1,00,000 as award money, crest and certificate. Architect Qazi M Arif addressed the process of the award at a launching ceremony of the award at Gulshan Club's Patio Hall on Wednesday,

read a press release.

There is no category this year but the building must have been constructed within the last five years. A total of seven finalists will be selected by the third week of October. The judges will be able to reward at least five applicants.

IAB President Ar Mubasshar Husain, Berger Paints Bangladesh Ltd Managing Director Rupali Chowdhury, Senior General Manager of Sales and Marketing Mohsin Habib Chowdhury, Head of Channel Engagement AMM Fazlur Rashid and Head of Prolinks Mohammad Tariqul Islam were present at the event.

Earlier, Berger had introduced the "Berger Young Architects' Award" to

acknowledge the mark of distinction in architecture which was later renamed the "Berger Award for Excellence in Architecture" in 2007.

In December 2021, Berger Paints Bangladesh signed an MoU with the IAB to conduct the award programme under which both the organisations will work together to recognise the merits of architects of the country for their best creations.

Rupali Chowdhury said, "The relentless efforts our architects put into creating masterpieces often go unrecognised. The award has been introduced to recognise the talents of the much-deserving architects as a token of appreciation."

Image 5.5: Print Coverage from The Business Standard

Coverage Links: Below are some links among from 60+ media coverages.

Web:

The Financial Express: <https://today.thefinancialexpress.com.bd/stock-corporate/10th-berger-award-for-excellence-in-architecture-1660152411>

The Daily Star: <https://www.thedailystar.net/business/organisation-news/news/berger-award-excellence-architecture-3092246>

Kaler Kantho: <https://www.kalerkantho.com/print-edition/industry-business/2022/08/11/1171654>

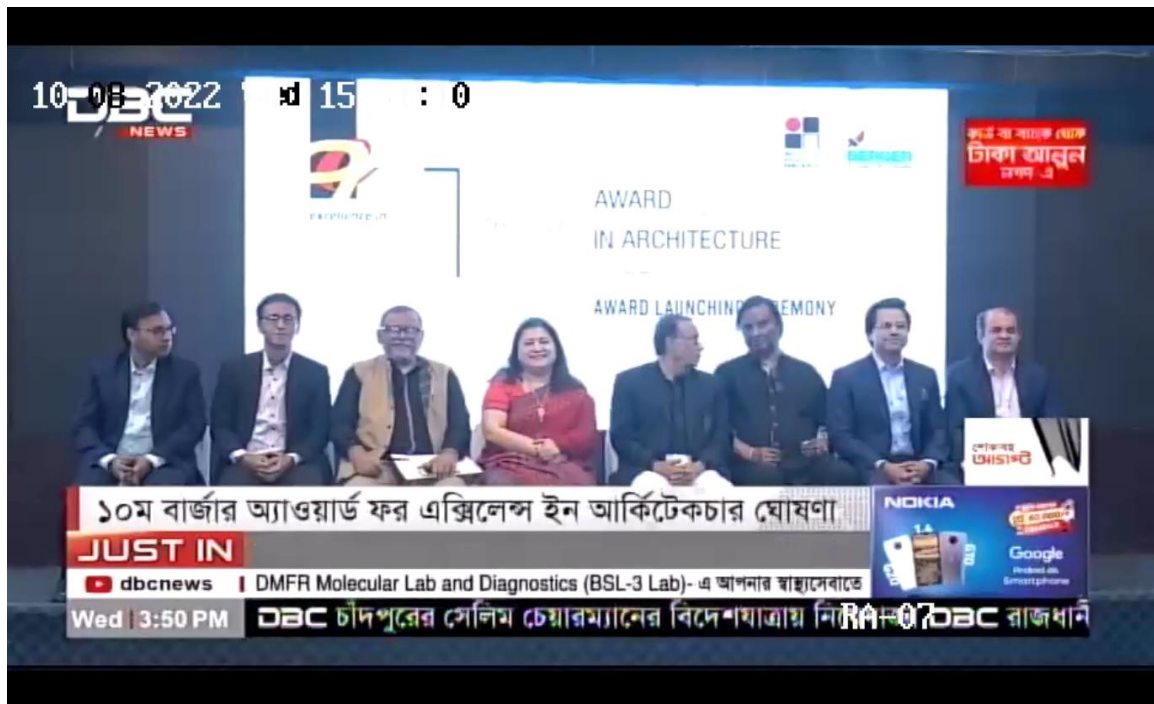


Image 5.6: Snap Shot of TV Coverage from DBC News

Berger Work Update 2022

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Week	SL No	Briefed Task	Briefed Date	Topic	Target	Due Date	Achieved	Achieved Date	Responsibility	Remarks
August 2022										
Week 1	1	Web Article Eng	2 August, 2022	Taking care of your walls in the long term	Top tier	6 August, 2022	OBS & OBS On	6 August, 2022	Salma	Done
	2	Web Article Ban	3 August, 2022	Taking care of your walls in the long term	Top tier	6 August, 2022	Bnaglanews24	3 August, 2022	Salma	Done
	3	Event	4 August, 2022	'Smritir Angina' campaign dine with Jaya	2-3 tv foatage	11 August, 2022	3 TV	11 August, 2022	Salma+ Nasir	Done
	4	Press Release	9 August, 2022	'Smritir Angina' campaign dine with Jaya	National Media	13 August, 2022	4 NP + 57W	13 August, 2022	Salma+ Nasir	Done
	5	Event	10 August, 2022	Berger Award for Excellence in Architecture (I)	30 Journalists	10 August, 2022	7TV + 10NP+	10 August, 2022	Team Nasir	Done
	6	Press Release	10 August, 2022	Berger Award for Excellence in Architecture (I)	National Media	14 August, 2022	20 NP + 41 W	14 August, 2022	Asif + Salma	Done
	7	Article Eng	16 August, 2022	Tips and tricks to maintain wooden antiques	TDS Print	31 August, 2022			Salma	Ongoing
	8	Article Ban	16 August, 2022	Tips and tricks to maintain wooden antiques	Top tier Print	31 August, 2022			Salma	Ongoing
	9	Client Meeting	17 August, 2022	N/A	N/A	17 August, 2022	N/A	17 August, 2022	Team Nasir	Done

Image 5.7: Snapshot of the Work Update Spreadsheet (Coverage Outcome)

Challenges: As it was my first experience in media strategy planning for an event, it was quit challenging for me to catch every task and communication terms. It felt really hard to draft the invitation letter as well, but one of my senior colleagues helped me providing guideline and some well-structured format.

My Mistakes:

- I selected some inappropriate stakeholders at first.
- At first, I didn't mention Institute of Architects Bangladesh (IAB) in the invitation letter.
- I didn't collect business cards from journalists.

Learnings:

- I gathered knowledge on how to plan media strategy for an event.
- Improve writing skill.
- Acquire communication skills to make good relationship with media persons.
- Learned that collecting business cards from journalists is a good practice.
- Improved teamwork skill.

Project 6

Project Name: Building Relationship with Targeted Media Stakeholders

Type of Work: Media Engagement with all influential media personnel

Project Description: Frequent visit to different media outlets to gather media intelligence about the industry. This is one of the regular and core activities of Forethought PR's Media Team. Media engagement is a very effective strategy to build better relationship and to maintain it for a long period of time so that we can get support from our media stakeholders when it is needed and also at the time of crisis.

My Tasks and Responsibilities: Since I have joined Forethought PR as an intern, I have visited various media outlets for media engagement on various purpose including General engagement, ensuring article publish opportunity, client's PR invitation for event, anniversary celebration, visiting the sick etc. So far, I have visited Prothom Alo, Mohona TV, News 24, Channel I, Dhaka Bangla Channel (DBC), SATV, Bangla Tribune, Radio Shadhin, Daily Manab Zamin etc. My first media engagement visit was at Prothom Alo in the month of July. My internship supervisor assigned me verbally for media engagement visit with Mohtarima Rahman, Senior Executive, Media Relations. Our objective was to ensure Action Aid article opportunity, Bristish Council PR and general engagement. My task was to introduce me to the media personals and collect findings to give feedback to my supervisor. The same day I also visited Daily Manab Zamin and met Md Sajidul Haque, News Editor, M M Masud, Business In-charge and had some introductory discussions. I have visited DBC News and SATV with Umma Salma, Executive, Media Relations with the purpose of media invitation for Energypac Event. I met Mahmud Al Faisal, Assignment Editor, SA TV, Saurav Ahmed, Sr.Reporter, SATV, Pranab Saha, Editor, DBC, Jannatul Mawa, News Editor, DBC, Masud Ibny Ayub Karzon, Assignment Editor, DBC and collected findings about their opinions regarding the industry and the event of Energypac. I have attended News 24's anniversary program with our team and got an enormous opportunity to meet with a lot of media personals. I met one of our ULAB alumni Fazle Rabbi Shourov, Reporter, News 24 there and that gave an extra push to our good relationship. I visited Radio Shadhin to give voice for a tech show. Shakil Ahmed, Head of Programs, Manager, Business & Marketing of Radio Shadhin welcomed us and we had a nice and long introductory discussion. I met Hitler A Halim, ICT in charge of Bangla Tribune twice. Last time I met him at his residence. We visited him as he was sick because of a severe heart attack. He personally became very happy to see us. I have also visited Mohona TV with a purpose of event invitation. I met Ahsanuddoula Maruf, Head of News,

A.M.M Jahangir Alam, chief Reporter, Monirul Islam, Staff Reporter and others. All of their behavior was welcoming toward us.



Image 6.1: Selfie Picture at Prothom Alo



Image 6.2: Media visit Report of Prothom Alo and Daily Manab Zamin

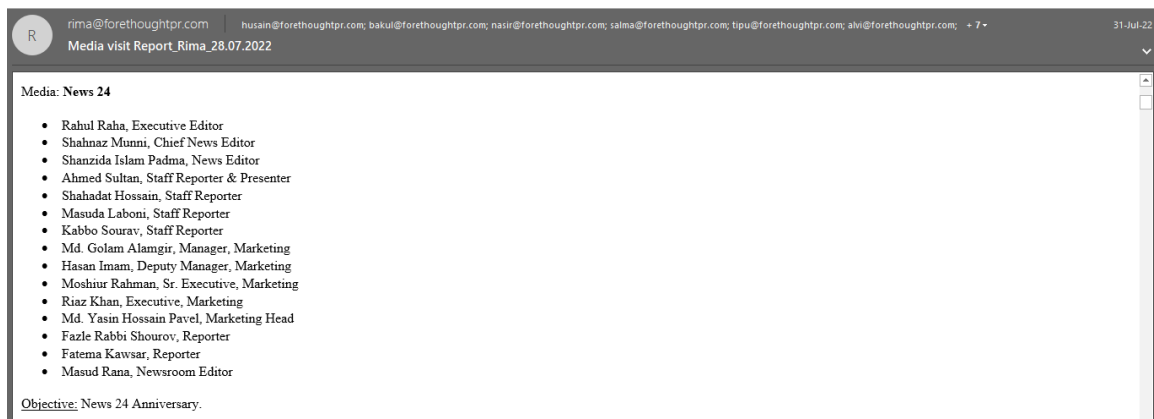


Image 6.3: Screen Shot of the Media visit Report of News 24 Anniversary

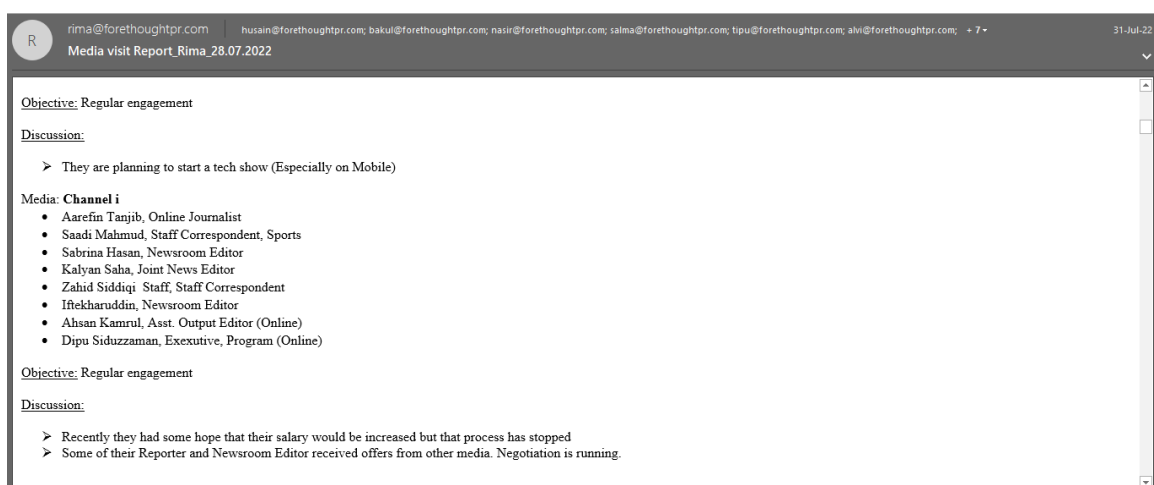


Image 6.4: Screen Shot of the Media visit Report of Channel I

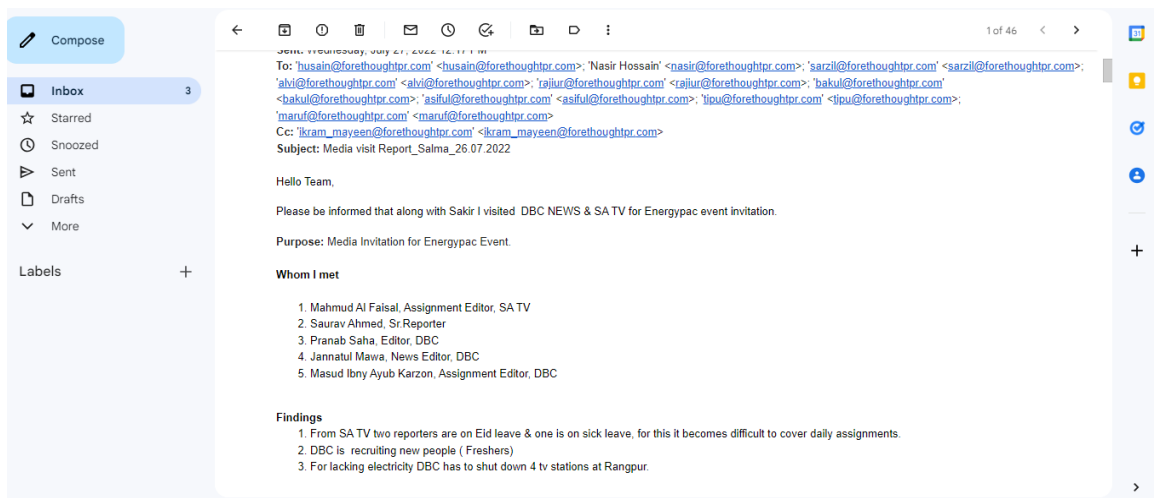


Image 6.5: Screen Shot of the Media visit Report of DBC News and SATV



Image 6.6: Selfie Picture with Head of News, Mohona TV



Image 6.7: Handing Over Flowers at News 24's Anniversary

Challenges: The Dhaka city traffic situation and the difficulty in finding rest areas were the main challenges I used to experience on media engagement visits. We sometimes have to wait a long time for media personnel since they are sometimes preoccupied with essential tasks.

My Mistakes:

- Forgetting media outlet locations was one of my common mistakes
- Sometimes I used to forget media personnel's designation and the discussion findings.

Learnings:

- Gathered knowledge on how to build a relationship with media
- Editorial policy of different media
- Hierarchy maintained in media outlets
- Got idea on how media outlets focus in different scenario
- Time management in critical situations
- How to find out hard locations
- Importance of keeping patience

Project 7

Project Name: “Developing and using models in K-12 classrooms” - George O. J. Carrington

Type of Work: Article publish in Op-ed section

Project Description: International School Dhaka (ISD), a client of Forethought PR shared a brief to make it possible to publish an article to a first-tier news media. Their preference was Dhaka Tribune or The Business Post. Article’s title was “Developing and using models in K-12 classrooms”, written by George O. J. Carrington, Teacher and Department Head, Design Technology, International School Dhaka.

My Tasks and Responsibilities: It was one of my first projects in Forethought PR as an intern. My supervisor assigned me to work with Alvi Hussain, Executive, Media Relations to make this project fruitful. My first work for this project was to collect the article from email body and cross check if there is any spelling mistake. After cross checking, I copied the article to MS word file and did proper formation. I made another pdf version and collected the image to make shareable to the media. Then Alvi bhaia conducted a meeting with me and planned how to proceed. He briefed me about the recent scenario of media coverage, and we found out three potential media. Then I have done several email communications with our client relations team through Alivi bhaia’s official mail. In the meantime, he did engagement over the phone and then physically with potential media and finally Dhaka Tribune agreed and published the article in the Op-ed section.

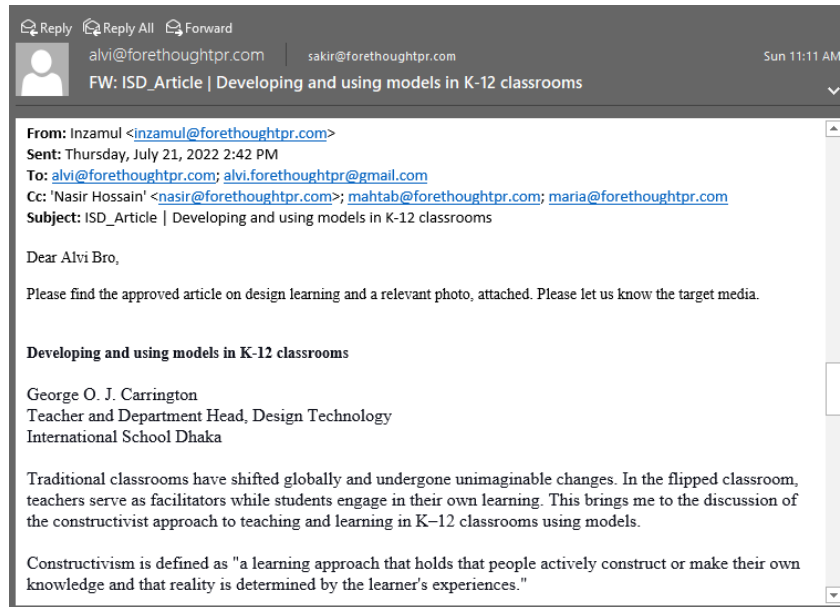


Image 7.1: Email correspondence to the responsible project personnel

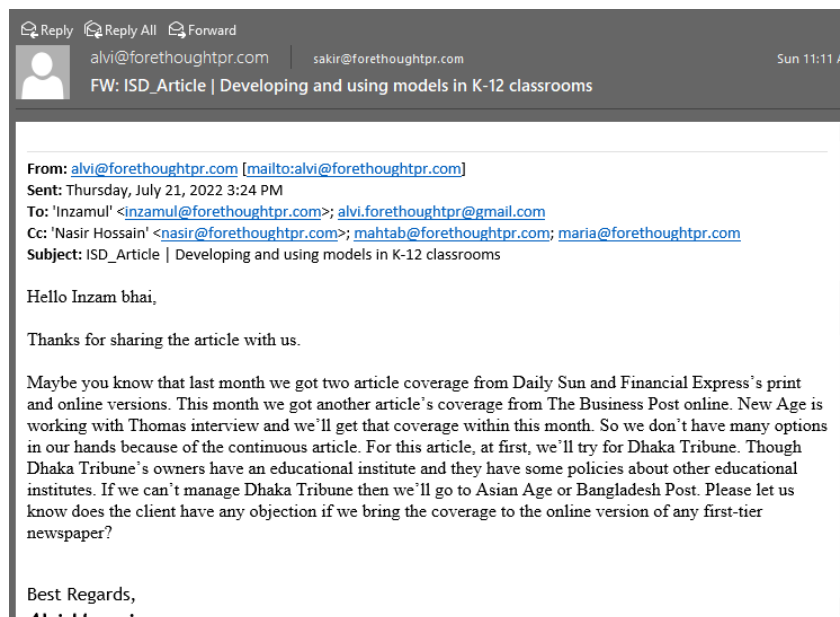


Image 7.2: Email correspondence (drafted by me according to the brief)

Developing and using models in K-12 classrooms

George O. J. Carrington

Department Head, Design Technology, International School Dhaka

Traditional classrooms have shifted globally and undergone unimaginable changes. In the flipped classroom, teachers serve as facilitators while students engage in their own learning. This brings me to the discussion of the constructivist approach to teaching and learning in K–12 classrooms using models.

Constructivism is defined as "a learning approach that holds that people actively construct or make their own knowledge and that reality is determined by the learner's experiences."

Constructivism holds that the learner's personal construction of meaning through experience is influenced by the interaction of prior knowledge and new events. The central idea of constructivism is that human learning is constructed, that learners build new knowledge on top of previous knowledge.

This prior knowledge influences the new or modified knowledge that an individual constructs as a result of the new learning experience.

The second idea is that learning is an active process rather than a passive one. The passive approach to teaching sees the learner as an "empty vessel" to be filled with knowledge, whereas constructivism asserts that learners construct meaning only through active engagement with the world (such as experiments or real-world problem-solving).

Understanding cannot be passively received because it requires making meaningful connections between prior knowledge, new knowledge, and the processes involved in learning.

The constructivist approach is heavily emphasized in international school teaching. This involves the development and application of models and simulations to aid in the explanation of natural phenomena. Models allow us to go beyond the observable and simulate a world we have yet to see. Models enable predictions in the form of "if" and "then" statements, which lead to

Models and simulations are used in design and STEM programs to analyze existing systems to identify flaws that may occur or to test potential solutions to a new problem. Engineers create various models to test proposed systems and identify the strengths and limitations of their designs.

What does this mean for our 21st-century classrooms? As a science and design teacher, I have decided to make my teaching and learning environment one that is problem-focused and solution-focused, drawing heavily upon interdisciplinary subject areas, so that students can always empathize through modeling. solutions to solve problems using science and engineering practice.

Students who understand how to empathize through the constructivist approach make better students, friends, employees, community members, and leaders. They will carry an understanding of the world's complexities and the experiences of others, which will deepen all of their relationships.

They improve their learning abilities, develop a better understanding of concepts, read others more accurately, and demonstrate better demonstration skills. When we help students develop their ability to empathize, we inspire them to change their perceptions of people who are different from them.

When developing models, it is critical to consider whether the models are feasible. If a model is not feasible, students can create conceptual models that include sketches, renderings, and arrow diagrams that focus on aesthetics, design, and STEM classrooms to explain natural phenomena through products, systems, and services. If a model is doable, In order to develop a visual rhythm, conceptual awareness, and innovation, students can develop their ideas in a sequence that includes drawing on existing ideas with an emphasis on aesthetics, form, function, and useful purpose. Students can use this to create modeling success criteria for a logical plan or sequence to transfer sketches to CAD-CAM, soft-resistant materials, hard-resistant materials, and assembly models for robotics and engineering.

Developing and using models in K-12 classrooms

George O. J. Carrington

Department Head, Design Technology, International School Dhaka

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Models and simulations are used in design and STEM programs to analyze existing systems to identify flaws that may occur or to test potential solutions to a new problem. Engineers create various models to test proposed systems and identify the strengths and limitations of their designs.

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-End-

Coverage Link: <https://www.dhakatribune.com/op-ed/2022/07/24/developing-and-using-models-in-k-12-classrooms>

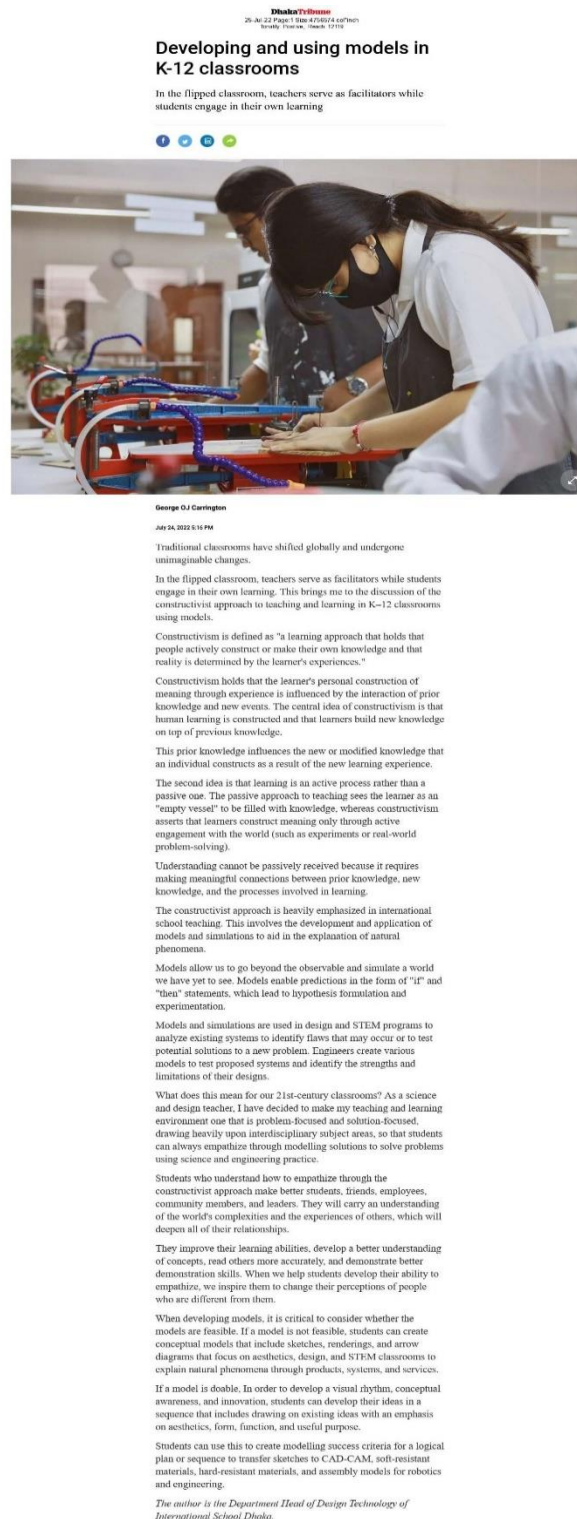


Image 7.3: Coverage from Dhaka Tribune

Challenges: It was challenging for me to keep continuous communication with the responsible personnel from client relations. I had to adapt with their work environment within a very short period of time.

My Mistakes:

- I couldn't format the article properly in document file at first
- My writing for mail communication sounded informal at first
- Misunderstood how to approach to the client relations team

Learnings:

- I gathered knowledge on how to approach to the client relations team
- Acquired planning skills on how to select potential media for a specific content
- Improved writing and proper formation skills
- Improved my understanding of formal communication in professional life

Project 8

Project Name: “Future Nation: Graduate Employment in Private Sector Program”

Type of Work: Event and Press Release Dissemination

Project Description: The United Nations Development Programme (UNDP), Bangladesh Investment Development Authority (BIDA) and Grameenphone, jointly launched the “Future Nation: Graduate Employment in Private Sector Program” in August, 2022. It is an alliance between the public, private, and development sectors developed to boost youth talent and skills by recognizing opportunities for development, employment, entrepreneurship, and investment in the post-pandemic environment. It has created a self-developed aptitude assessment tool that can help businesses and the private sector identify the right people with the abilities they need for their organization. Our client Grameenphone tasked us to cover this launch event and to make sure the media presence at the event and coverages to the national media.

My Tasks and Responsibilities: At the time of this project, I was also busy with another big project which was to research and make media plan to be prepared to pitch a client. My role for this project was to prepare a Bengali invitation letter for media stakeholders and then, after the event I prepared the Press Release files in different versions and selected pictures to dispatch to the media for getting coverages. And the following day I have updated GP work update sheet by tracking the coverage links.

First Draft of the invitation:

৬ আগস্ট, ২০২২

বরাবর,

প্রধান বার্তা সম্পাদক/ বার্তা সম্পাদক/ প্রধান প্রতিবেদক/ বিজনেস এডিটর/ টেলিযোগাযোগ
প্রতিবেদক

বিষয়: গ্রামীণফোনের “ফিউচার নেশন: বেসরকারি সেটরে স্নাতক কর্মসংস্থান” প্রকল্পের উদ্বোধনী
অনুষ্ঠানের আমন্ত্রণ

জনাব,

বিনীত নিবেদন এই যে, গ্রামীণফোন লিমিটেড প্রথমবারের মতো বাংলাদেশে “ফিউচার নেশন: বেসরকারি সেটরে স্নাতক কর্মসংস্থান” তৈরির লক্ষ্যে এক প্রকল্পের উদ্বোধনী অনুষ্ঠানের আয়োজন করেছে। অনুষ্ঠানে উপস্থিত থাকবেন জনাব সালমান এফ রহমান, প্রধানমন্ত্রীর বেসরকারি শিল্প ও বিনিয়োগ বিষয়ক উপদেষ্টা; জনাব জুনায়েদ আহমেদ পলক, তথ্য ও যোগাযোগ প্রযুক্তি প্রতিমন্ত্রী; জনাব সিরাজুল ইসলাম, নির্বাহী পরিচালক, বিডা; জনাব রাদওয়ান মুজিব সিদ্দিক বব্বি, স্ট্র্যাটেজিক অ্যাডভাইজার, ইউএনডিপি (টিবিসি); জনাব ইয়াসির আজমান, সিইও, গ্রামীণফোন লিমিটেড, এবং জনাব সুদীপ্ত মুখার্জী, আবাসিক প্রতিনিধি, ইউএনডিপি।

অনুষ্ঠানসূচি:

তারিখ: রবিবার, ৭ আগস্ট, ২০২২।

স্থান: বলরুম-১, শেরাটন, ঢাকা, বনানী।

সময়: সকাল ৯:৪৫ মিনিট।

অনুষ্ঠানে আপনার উপস্থিতি এবং সক্রিয় অংশগ্রহণ আমাদের অনুপ্রাণিত করবে। আপনার স্বনামধন্য প্রতিষ্ঠানের পক্ষ থেকে একজন প্রতিবেদক ও ক্যামেরাপারসনকে অনুষ্ঠানে উপস্থিত থেকে সংবাদটি সংগ্রহ ও প্রচারের জন্য বিনীত অনুরোধ জানাচ্ছি।

শুভেচ্ছান্তে -

ইকরাম মঈন চৌধুরী

ব্যবস্থাপনা পরিচালক

ফোরথট পিআর, এশিয়াটিক থ্রিসিক্সটি

Final Draft of the invitation:



৬ আগস্ট, ২০২২

বরাবর,

প্রধান বার্তা সম্পাদক/ বার্তা সম্পাদক/ প্রধান প্রতিবেদক/ বিজনেস এডিটর/ টেলিযোগাযোগ প্রতিবেদক

বিষয়: গ্রামীণফোনের “ফিউচার নেশন: বেসরকারি সেक्टरে মাতক কর্মসংস্থান” প্রকল্পের উদ্বোধনী অনুষ্ঠানের আমন্ত্রণ

জনাব,

বিনীত নিবেদন এই যে, গ্রামীণফোন লিমিটেড প্রথমবারের মতো বাংলাদেশে “ফিউচার নেশন: বেসরকারি সেक्टरে মাতক কর্মসংস্থান” তৈরির লক্ষ্যে এক প্রকল্পের উদ্বোধনী অনুষ্ঠানের আয়োজন করেছে। অনুষ্ঠানে উপস্থিত থাকবেন জনাব সালমান এফ রহমান, প্রধানমন্ত্রীর বেসরকারি শিল্প ও বিনিয়োগ বিষয়ক উপদেষ্টা; জনাব জুনায়েদ আহমেদ পলক, তথ্য ও যোগাযোগ প্রযুক্তি প্রতিমন্ত্রী; জনাব সিরাজুল ইসলাম, নির্বাহী পরিচালক, বিড; জনাব রাদওয়ান মুজিব সিদ্দিক বব্বি, স্ট্র্যাটেজিক অ্যাডভাইজার, ইউএনডিপি (টিবিসি); জনাব ইয়াসির আজমান, সিইও, গ্রামীণফোন লিমিটেড, এবং জনাব সুদীপ্ত মুখার্জী, আবাসিক প্রতিনিধি, ইউএনডিপি।

অনুষ্ঠানসূচি:

তারিখ: রবিবার, ৭ আগস্ট, ২০২২।

স্থান: বলরুম-১, শেরাটন, ঢাকা, বনানী।

সময়: সকাল ৯:৪৫ মিনিট।

অনুষ্ঠানে আপনার উপস্থিতি এবং সক্রিয় অংশগ্রহণ আমাদের অনুপ্রাণিত করবে। আপনার স্বনামধন্য প্রতিষ্ঠানের পক্ষ থেকে একজন প্রতিবেদক ও ক্যামেরাপারসনকে অনুষ্ঠানে উপস্থিত থেকে সংবাদটি সংগ্রহ ও প্রচারের জন্য বিনীত অনুরোধ জানাচ্ছি।

শুভেচ্ছান্তে -

তাজরিবা খুরশিদ

কর্পোরেট কমিউনিকেশন ম্যানেজার

ফোন: ০১৭১১০৯২২৩৩

ইমেইল: tazriba.khurshid@grameenphone.com

মো. হাসান

হেড অফ এক্সটারনাল কমিউনিকেশন

ফোন: ০১৭১১০৮২৪৬৯

ইমেইল: md.hasan@grameenphone.com



Image 8.1: This Picture Was Selected by Me to Share with the Media

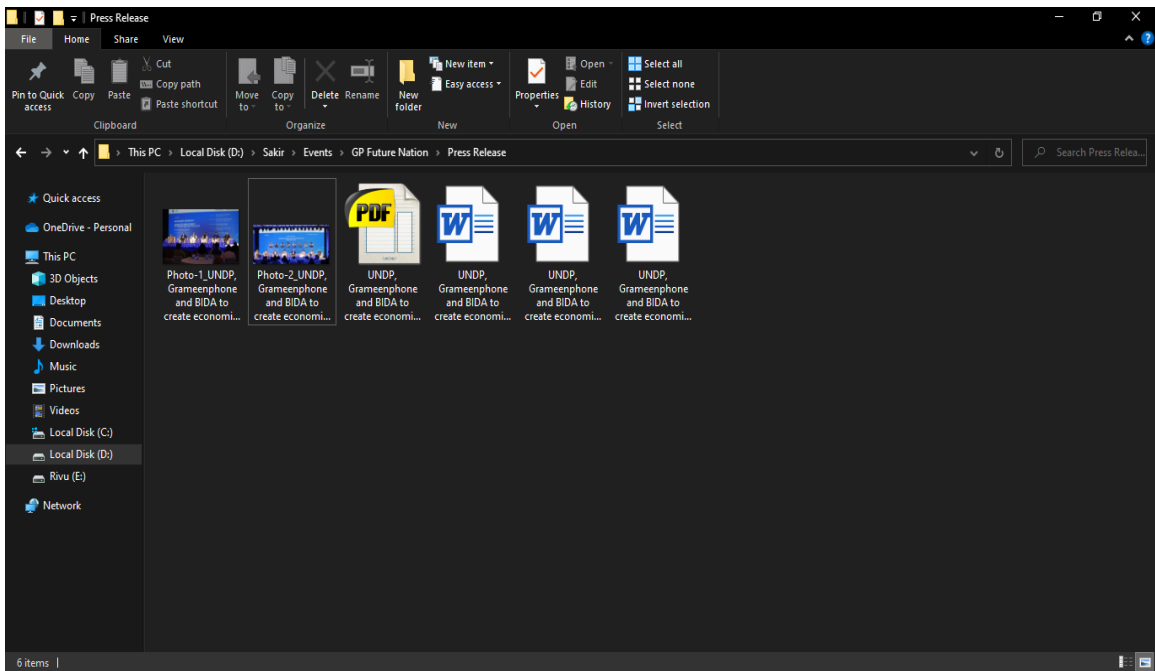


Image 8.2: Different Versions of Press Releases are Ready to be Dispatched

Week	SL No	Briefed Task	Briefed Date	Topic	Target	Due Date	Achieved	Achieved Date	Responsibility	Remarks
July 2022										
Week-01	1	Press Release	02.08.2022 (08:30 PM)	Ital Nation Award by GSMA for minimizing the Dig	National Media	05.08.2022	11NP+31WB=42	04.08.2022	Nasir	Done WB: Digibang
	2	Talk show	03.08.2022 (02:15 PM)	5G Network	Jahnnel 24 (Clif A	N/A	N/A	N/A	Alvi	Done Opportunity s
	3	Event Invitation	04.08.2022 (11:10 AM)	Future Nation	N/A	N/A	N/A	N/A	Alvi+Nasir	Done Opportunity c
	4	Press Release	04.08.2022 (06:14 PM)	Workers Welfare Fund	National Media	07.08.2022	20NP+61WB=81	07.08.2022	Alvi	Done Media invitati
	5	Press Release	06.08.2022 (06:14 PM)	Grameenphone recognized as one of the highest	National Media	09.08.2022	13NP+51WB=74	09.08.2022	Nasir	Done Invitation sen
	6	Event	04.08.2022 (11:16 AM)	Future Nation	15 TV Presence	07.08.2022	17 TV Presented	07.08.2022	Alvi+Nasir	Done WB: Digibang
	7	Press Release	07.08.2022 (09:06 PM)	Future Nation	National Media	10.08.2022	17TV+13NP+78W=108	10.08.2022	Alvi	Done NP: TBS, SA
Week-01	8	Press Release	10.08.2022 (07:06 PM)	Data Packs	National Media		1NP+23W=24		Alvi	Ongoing WB: TDS on,

Image 8.3: Screen Shot of GP work update sheet

Coverage Links: Attached are some links among from 100+ media coverages

Print/ epaper:

<https://epaper.thedailystar.net/Home/ShareArticle?OrgId=882d542be5&imageview=1>

Web:

<https://www.dhakatribune.com/business/2022/08/08/undp-grameenphone-and-bida-to-create-economic-opportunities-for-all>

<https://www.prothomalo.com/lifestyle/v1xjvorfug>

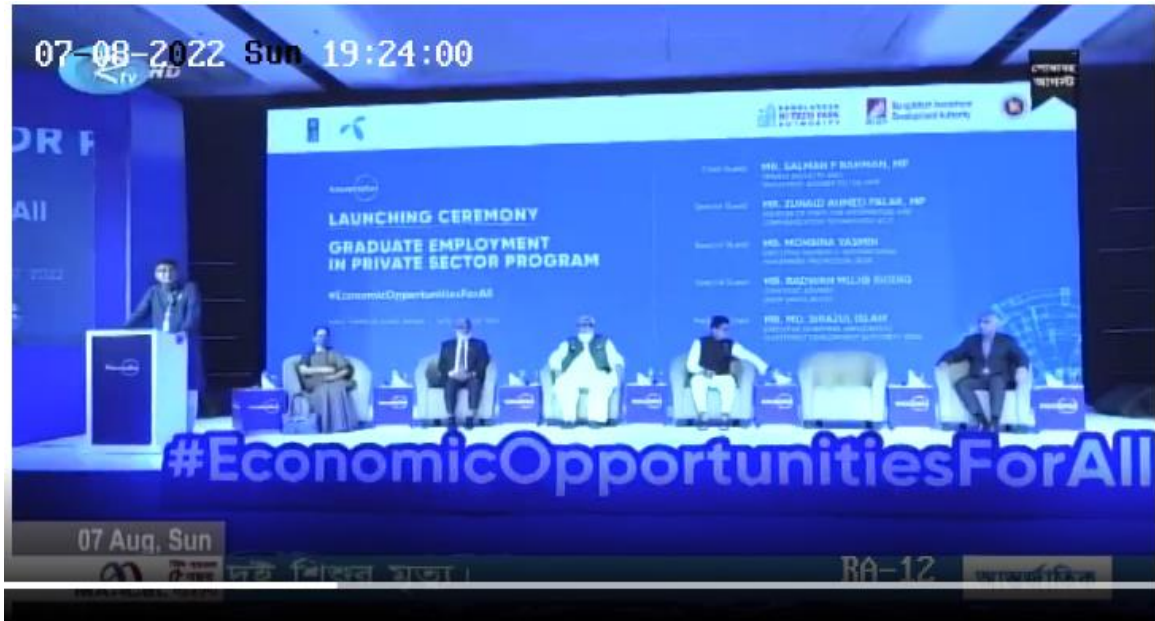


Image 8.4: Snap Shot of TV Coverage from Rtv



Image 8.5: Snap Shot of Print Coverage from Prothom Alo

Challenges: Though I Didn't have to attend the event physically, it was challenging for me to work for such a big client as they change their minds frequently and gives very short time to complete the task. Another big challenge for this project was to handle two big client's projects at a time.

My Mistakes:

- I mentioned our Managing Directors name in the regards part of the invitation letter, but Grameenphone prefers to mention their Corporate Communication Manager and Head of external Communication's name.
- Didn't attach Grameenphone's logo in the invitation letter

Learnings:

- I learned that different client has different requirements for a specific deliverable
- Acquired knowledge on the client Grameenphone's demand
- Improved writing and proper formation skills
- Improved knowledge about how to select pictures for sharing with press releases

Internship Outcome

At the end of my graduation life, while I was on the verge of starting my career, that's when I got this wonderful opportunity to do an internship at Forethought PR, the leading PR agency in the country. And I feel very lucky because I got the opportunity to join the core execution team, which is the media relations team. If I compare the work procedure to a restaurant, we are the chef and ultimately how well the job is done depends on the media team. We work accordingly to our client's feedback. whatever the quality of the client's feedback, we execute and deliver the final deliverable in the finest possible way. So, from my internship experience now I know what's the actual job, what are the scopes, what are the challenges, what are the opportunities, how much can I learn, and what is the room for improvement on this end. I had the opportunity to work with multiple brands during my internship period and the biggest lesson I learned from this internship is that I now know as a PR guy, I will always have to think about what I want to do for a brand, how to manage the crisis, and what's the strategy to find out the most effective solution. I gathered knowledge about different brands' nature, media relations, business policies, and how they want to mitigate the damage when the brands are in reputation crisis.

I have also figured out that the job of a PR agency is one of the most stressful jobs, and most of the employees can't ensure a work-life balance. They hardly can manage time for their personal life.

From the very beginning, when I was searching for an internship opportunity, my goal for the internship was to gain as much knowledge as I could and to be as effective as I could. We gain a lot of theoretical knowledge in the class as public relations majors. But it was incredibly fulfilling to be able to use some of my knowledge whenever it was applicable in actual or practical circumstances. It was a continuous learning process for me, and I tried to apply my university learnings to make this journey smoother.

As a result of the internship, my further attainments are as follows:

- Planning and coordination for a team
- Gained leadership and learned to take more responsibilities
- How to brainstorm, plan and pitch ideas
- How to be reliable, and trustworthy
- How to maintain the office protocol
- Improved my organizing and time management skills
- learned how to build network and why it is necessary
- Now I know how academic learning helps us to manage the workplace challenges smartly.

The Workplace Log

|| ১৫ মার্চ, বিশ্ব পশু নিবাস ও বিশ্ব ক্ষেতা অধিকার দিবস ||

S E P	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
2022	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

S E P	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
2022	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	

S E P	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
2022	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

बृहस्पतिवार
०१ आश्विन १८२९ वांस्मा
२५ सफर १८८८ हिजरी

25 || S U N
S e p
2 0 2 2

১০ আশ্বিন ১৪২৯ বাংলা
২৮ সেফর ১৪৪৪ হিজরী

26 July, 2022; Tuesday

10:02 AM - Entry
10:35 AM - Donk - Link sheet update - OPPO BD
PR URL Update
11:20 AM - Donk - Member list update of:
Aviation and Tourism Journalists' Forum
of Bangladesh (ATJFB)
11:50 AM - Tipu vs gave detail Brief of the work
- Have to update Link sheet.
12:30 PM - Assisted and learned how to prepare
Media Engagement Report from Riema
Apu.
01:35 PM - Lesson from Hussein Vail (PD) -
- Have to keep patience and have to take
Rejections; Mental preparation
for tolerating insults.
02:40 PM - Lunch
03:30 PM - Work - Visiting card Database Update
05:20 PM - Sent for Media Engagement
- DBC News
- SA TV
08:55 PM - Left SA TV
09:30 PM - Done for the Day.

S	E	P	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
2022	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

১১ আশ্বিন ১৪২৯ বাংলা
২৯ মঙ্গল ১৪৪৪ হিজরী

M O N
S e p
2 0 2 2

27 July, 2022; Wednesday

10:15 AM - Entry.
10:40 AM - Work - Visiting card Database Update.
12:45 PM - Left for UNB.
- Meeting with Jamil Sir.
- Agenda - Work Update - How to make projects - How to merge my host organizations work with UNB internship Project requirements.

27 || T U E
S e p
2 0 2 2

१२ अश्विन १८२९ साख
०१ दशः आठः १८८८ दिप

28 July, 2022; Thursday

10:03 AM - Entry
10:30 AM - Work - Visiting and Database Update.
01:30 PM - Went to the Events of News 24
7th Birthday anniversary.
03:30 PM - Came Back to the office.
04:00 PM - Learned How to execute and spread Press Release to the media from Rima Apur.
05:00 PM - Went to Shakhin's office to take a Brief of an Event.
06:00 PM - Returned office.
06:50 PM - Went Channel T office for Media Engagement Purposes.
09:50 PM - Done for the day.

S	E	P	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
2022	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			

20 T U E
S e p
2 0 2 2

মঙ্গলবার
০৭ আশ্বিন ১৪২৯ বঙ্গাব্দ
২০ শ্রাবণ ১৪৪৪ বিক্রমী

04 August, 2022; Thursday

10:10 AM - Entry
10:30 AM - Meeting with Rajin Vei Hussin Vei
Rima Ape on the topic-BAT
11:30 AM - Work- Research on Tobacco News
01:55 PM - Lunch
02:40 PM - Work- Cumulative Breakdown of
6 months Deliverables for all
clients
03:30 PM - Research- 2019's news- Media
Analysis on Tobacco and BATB
05:00 PM - Rajin Vei went to BBS for
meeting- I assisted with information
06:15 PM - Worked with Alvi Ikhia for
GP
08:50 PM - Exit

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2022 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

বুধবার
০৮ আশ্বিন ১৪২৯ বঙ্গাব্দ
২১ শ্রাবণ ১৪৪৪ বিক্রমী

W E D
S e p
2 0 2 2

06 August, 2022; Saturday

11:15 AM - Entry at BBS office
11:45 AM - Tobacco News Research, analysis
03:15 PM - Lunch
04:05 PM - Work with Alvi Ikhia for GP
Event
07:55 PM - Exit

S E P T T F S S M T W T F S S M T W T F S S M T W T F S S M T W T F S S
2022 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

22 T H U
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০৭ আশ্বিন ১৪২৯ বঙ্গাব্দ
২০ শ্রাবণ ১৪৪৪ বিক্রমী

07 August, 2022; Sunday

10:00 AM - Entry
11:00 AM - Work- Analysis and prepared
spreadsheet of Cumulative Breakdown
of 6 months Deliverables for
all clients
12:40 PM - Work- GP Press Release of the
Event
02:10 PM - Lunch
02:40 PM - Work- BAT Media Research
09:30 PM - Exit

S E P T T F S S M T W T F S S M T W T F S S M T W T F S S M T W T F S S
2022 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

শুক্রবার
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২১ শ্রাবণ ১৪৪৪ বিক্রমী

F R I
S e p
2 0 2 2

08 August, 2022; Monday

10:10 AM - Entry
10:40 AM - News monitoring of GP
- Updated GP work update sheet
11:50 AM - Prepared Invitation Letter for
Bergen Event
02:00 PM - Lunch
02:40 PM - Follow-up for Event
04:50 PM - Work- BAT Project
09:50 PM - Exit

শনিবার
০৯ আশ্বিন ১৪২৯ বঙ্গাব্দ
২২ শ্রাবণ ১৪৪৪ বিক্রমী

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S E P T T F S S M T W T F S S M T W T F S S M T W T F S S M T W T F S S
2022 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

III ২০ সেপ্টেম্বর, বিধি হার্ট সিলে দিনে দিনে ও জৈবিক মনোবিদ্যে দিনে III

25 S U N
S e P
2 0 2 2

09 August 2022, Tuesday

10:00 AM - Entry
10:30 AM - Read News Paper
11:40 AM - Meeting with Salma Apu and Alvi Bhai Regarding Bergen Event.
02:00 PM - Lunch
02:35 PM - Work with Rajiur Vai - BAT Project
04:00 PM - Phone call follow-up for Bergen Event.
06:00 PM - Work - BAT Project
10:00 PM - Exit

SEP 2022 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

সোমবার
11 আশ্বিন 1423 বঙ্গাব্দ
29 শ্রাবণ 1423 বিক্রম

MON
S e P
2 0 2 2

10 August 2022, Wednesday

10:05 AM - Entry
11:30 AM - Went to Bergen Event - Helped channel 8 Team
02:00 PM - Returned FTPR
03:50 PM - Listed down Media Presence.
05:15 PM - Work - BAT Project
07:00 PM - Break with Rima Apu and Alvi Bhai.
08:00 PM - Work - BAT Project
09:40 PM - Exit

SEP 2022 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

27 T U E
S e P
2 0 2 2

14 August 2022, Sunday

10:00 AM - Entry
10:50 AM - Monitoring and workshop update for Bergen.
02:00 PM - Lunch
03:00 PM - Work - BAT Project - Media mapping.
04:50 PM - Helped Alvi Bhai in his work.
06:30 PM - BAT Project
09:40 PM - Exit.

SEP 2022 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

August 16, 2022, Tuesday

10:20 AM - Entry
11:05 AM - Event brief by Alvi Bhai.
- Wasfia Nazreen Press Conference.
- Media planning & mapping spreadsheet.
- Write Bangla invitation mail for media.
02:40 - Lunch
03:50 PM - Work with Rajiur Vai.
- Update Media Expense sheet of Media Team.
05:10 PM - Helped Alvi Vai to follow-up
07:20 PM - Exit. Wasfia Nazreen

SEP 2022 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

NCC Bank
With You Always

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17 August, 2022; Wednesday

10:00 AM - Entry
11:30 AM - Work with Rajiun bhai -
- Media Expense sheet.
01:15 PM - Preparations for the
Event.
02:15 PM - Lunch
02:40 PM - Went at the venue
07:00 PM - Returned at FTFR
07:20 PM - Delivered media presence
Data
- Press Release.
09:30 PM - Exit



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August 21, 2022; Sunday

10:10 AM - Entry.
10:50 AM - Database and Media Engagement
sheet update of the event of
Dastga Naran.
11:40 AM - Meeting with Rajiun bhai, B
Bakul Da, Hussain bhai
- Presented and explained
previously assigned tasks.
- New Bank Brief.
01:15 PM - Rajiun bhai briefed details about
works regarding Meeting with MD.
02:10 PM - Lunch.
03:05 PM - Work - Cumulative Breakdown
of Deliverables.
- Half Year's Research, Media Engagement
Report
03:00 PM - Meeting (online) with Shazad Sir on
Portfolio Feedback.
11:30 PM - Left Office.



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22 August, 2022; Monday

10:00 AM - Entry
10:30 AM - Work
- Half year's Media team's
Performance Analysis.
02:15 PM - Lunch
02:45 PM - Work - Media Engagement
Analysis.
04:45 PM - Meeting with MD
07:00 PM - Portfolio Report Formation
08:30 PM - Meeting with Jamil Sir.
11:15 PM - Leave.



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23 August, 2022; Tuesday

10:30 AM - Entry
10:50 AM - Create Website.
12:20 PM - Rajiun Vaia briefed
about Event's works
02:10 PM - Lunch
03:15 PM - Bakul Da briefed Daraz
2nd Anniversary Event
03:35 PM - Work - Media Pre-Engagement
over the Phone for Daraz
Event.
07:10 PM - Meeting with Daraz Team
- Planning and Mapping
08:30 PM - Work with Rajiun bhai
- Media Analysis



--/--/---
24 August, 2022; Wednesday

03:05 PM - Entry
03:20 PM - Lunch
03:45 PM - Work. Dargaz Event
Invitation and follow-up.
08:15 PM - Exit.



--/--/---
25 August, 2022; Thursday

10:50 AM - Arrived at the venue of
Dargaz Event - Hotel
Intercontinental Dhaka.
- Event works.
02:30 PM - Left venue and started
for office.
03:30 PM - Arrived at office.
04:00 PM - Work - Press release
Dissemination and post event
follow-up.
07:50 PM - Exit.



--/--/---
28 August, 2022; Sunday

10:30 AM - Entry.
11:10 AM - Work - Dargaz Link Sheet
Update with Sangid Bhaia.
01:50 PM - Meeting with Rajim
Bhaia
03:30 PM - Lunch
04:00 PM - Portfolio work
06:00 PM - Media Engagement -
- Meet with Ht Dan. A. Hdim
- ICT Incharge - Bangla Tribune
08:30 PM - Met with Shagirda Groups
Chairman
10:00 PM - Home



--/--/---
29 August, 2022; Monday

10:30 AM - Entry.
11:35 AM - Helped Rima Apu to
prepare visit Report
01:30 PM - Attended meeting with
Rajim Bhaia
02:50 PM - Lunch
04:05 PM - Media Engagement visit
with Rima Apu. at
Mokona TV.
- Met Head of News, Chief Reporter,
Head of Sales & Marketing,
Staff Reporter and others
09:15 - Exit



--/--/---
30 August, 2022; Tuesday

- 10:10 AM - Entry
- 10:50 AM - Grave report of last day's media visit
- 11:55 AM - Media Monitoring
- 01:15 PM - Work with Abhi Bhai
 - ISD Article
- 02:20 PM - Lunch
- 03:50 PM - Meeting with Rajiun Bhai, also about Internship
- 06:30 PM - Work with Abhi Bhai
- 07:55 PM - Exit



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31 August, 2022; Wednesday

- 10:00 AM - Entry
- 11:30 AM - Meeting with Rajiun Bhai
 - Company Organogram
- 02:25 PM - Lunch
- 03:30 PM - Work with Abhi Bhai
 - ISD Article
 - Follow-up
- 06:50 PM - Went Anang to to buy gift with Rajiun Vai.
- 08:10 PM - Exit.



--/--/---
01 September, 2022; Thursday

- 10:10 AM - Entry.
- 11:00 AM - Work with Abhi bhai.
 - ISD Article
- 12:40 PM - Portfolio work.
- 02:30 PM - Lunch
- 03:20 PM - helped Abhi bhai at work.
- 04:20 PM - Exit.



--/--/---
04 September, 2022; Sunday

- 10:20 AM - Entry
- 11:00 AM - Read News
- 12:10 PM - Meeting with Zakaria Vai
 - My outcome, experiences etc
- 01:30 PM - Meeting with Tipu bhai
 - Client's and Opps Planning
- 03:05 PM - Lunch
- 03:35 PM - Birthday celebration of Majhar bhai
- 04:30 PM - Meeting with Rajiun bhai, Abhi bhai, Tipu bhai and Rima Apu
 - Regional media visit plan for CRB, budget, road mapping
 - sent mail regarding Regional media visit to MD.
- 07:05 PM - Exit.



SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Golam Safayet Sakir

University ID: 182012028

Name of the Institute/Organization:	Forethought PR, A concern of Asiatic 3 Sixty		
Corporate Office Address:	Asiatic Center, House: 63 (4th floor), Road: 7/B, Block: H, Banani, Dhaka 1213, Bangladesh		
Email:	info@forethoughtpr.com	Web:	https://www.forethoughtpr.com/

1. During a typical week, approximately how many hours did you dedicate to your internship?

45+ Hours

2. Was your internship paid? If yes, how much?

Yes, 5,000 BDT

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	4
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5

13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.71

5. General Comments

For me, this internship experience will last a lifetime. I am confident that this experience will enable me to develop a successful career in the communication sector.



Signature of Intern

Professional competencies

Professional competencies are the skills, knowledge, and attributes that are needed for growth and employers' value them most. We must demonstrate certain professional talents for every career. I was able to pick up skills throughout my experience as an intern at Forethought PR that I know would be useful in the near future. The following is a list of the competencies I have acquired during my internship program:

- Organizing Thoughts and Present It Properly
- Effective Time Management
- Interpersonal Skill
- Organizational Behavior
- Proper Communication
- Taking Quick Decisions in Critical Situations.
- Building networks and Maintaining Good Relationships
- Planning and Coordinating a Team
- Expert Literacy on Google Drive, Docs, Slides, Sheets
- Brainstorming and Sharing Ideas
- Microsoft Word/PowerPoint
- Idea Pitching and proper Presentation
- Multitasking
- Teamwork
- Client Handling
- Bijoy Typing
- Leadership Skills

Appendices

Some of other projects and works are given below:

1. Me and Alvi Hussain, Executive, Media Relations, worked together for the client - International School Dhaka (ISD), on this article project to publish in The Asian Age.



Inculcating a culture of design, science and engineering practices in the International Schools

George O. J. Carrington

I watched Sesame Street with my own children as they progressed through nursery and primary school years. "Sesame Street," a PBS staple that has long been a favorite of both children and adults, bridges many cultural and educational gaps with a fun program. Big Bird is the leader of a cast of characters who teach children numbers, colors, and the alphabet. Bert and Ernie, Oscar the Grouch, and Grover are among the other characters in this show, which takes place on a city street brimming with educational opportunities.

Big Bird and Grover initiated today's theme of engineers by building a large block tower (which topples over). Elmo creates a miniature city in his living room. Louie complements his engineering abilities. Elmo's bath time arrives, and Louie instructs him to clean up the toys on the floor. Elmo begins to think and suggests that he design a device that can put his toys away for him.

Elmo uses a tennis racket to whack the toys into the basket across the living room, but only lands one toy out of several. Guy Smiley appears to have turned the event into "The Toy Pick-Up Challenge." Elmo discovers a possible solution: drum peddles, which act as a lever and move more consistently than a tennis racket. Guy Smiley uses the "Action Cam" to demonstrate more levers (including an errant photo of his Aunt Martha). They put the pedal to the test, which catapults them a few inches, but not far enough to reach the basket. Louie encourages Elmo to persevere and suggests lengthening the peddle. In another segment, kids posed questions and predicted the best design for a simple car. They then constructed a model car and conducted research to determine which design worked best when the cars were driven down inclined planes. Children also discovered that a larger base provided more stability for a tower. Among other things, the children counted from 1 to 12 and investigated different number combinations that equaled 12. Bert and Ernie had to move a rock, so they "invented" the wheel. These sections are examples of science, technology, engineering, and mathematics (STEM). With that being said, it is time that educators look toward a framework that incorporates science and engineering practices into their curricula.

Scientists investigate the natural world, while engineers design and build systems.

Image: Print Coverage of the Article at The Asian Age

Online Coverage Link: <https://dailyasianage.com/news/292797/inculcating-a-culture-of-design-science-and-engineering-practices-in-the-international-schools>

2. Me, Alvi Hussain, Executive, Media Relations, and Ananna Akter, Sr. Executive, Media Relations, worked together for the client - imo and JAAGO. We shared their combined CSR activity to the media and got a total of 79 coverages including 5 TV, 16 News Paper, and 58 Web.

dailyobserver

05 Aug -2022, Page:14, Size:48 col*inch
Tonality: Positive, Circulation: 40,550

imo steps up support for deprived children's education



Business Desk

Popular instant messaging app imo, in collaboration with JAAGO Foundation, has recently donated educational stationeries and materials among underprivileged children in a bid to help them access education through an event held at JAAGO Foundation Banani School located in Korail.

After the pandemic hit the country, the education sector has been suffering a lot. Especially, many children belonging to the lower-income echelons of society, are being left out of educational facilities.

According to UNICEF, the future of 37 million children in Bangladesh is in jeopardy owing to long

school closure and other associated risks caused by the pandemic, says a press release.

In such a backdrop, imo as a socially responsible and caring entity has stepped in to do their bit for ensuring educational access for the underprivileged children. imo has joined hands with JAAGO Foundation, a nonprofit development organization committed to eliminate poverty through education and improving lives across a dynamic and developing Bangladesh, to distribute stationeries among needy students.

Banani School (Korail) is a school run by JAAGO Foundation as part of its commitment to provide free of cost quality educa-

tion to underprivileged children. Around 550 students are studying at this school and accessing free education.

A student of Banani School, Sumaiya Akhter Rumi, said about this initiative, "My dream is to become a doctor. With JAAGO's continued support, I will be able to achieve my dream. I really appreciate imo's initiative for providing us such colorful gifts today. These stationeries will be helpful in making our learning more enjoyable."

Korvi Rakshand Dhrubo, the Executive Director of JAAGO Foundation, said, "Given that underprivileged children are struggling to continue their education since the outbreak

of the pandemic, this kind of initiative is very important right now. I think this is a really good step and will help the country's education sector deal with the shock. I believe other people will also follow imo and take some noble initiatives."

imo is a responsible and caring organization, which will keep coming up with such generous initiatives in future to do their bit for the betterment of the communities in Bangladesh and its people. Even in the days to come, imo is committed to enabling the people living in Bangladesh. Volunteers from imo and JAAGO Foundation were present during the educational stationeries and materials distribution program.

Image: Print Coverage from The Daily Observer

3. Me, Mohtarima Rahman, Sr. Executive, Media Relations, and Md. Maruf Rana, Executive, Media Relations, worked together for the client – Likee. We shared their press release to the media and got a total of 22 coverages including 3 News Paper, and 19 Web.



Image: Print Coverage from The daily Industry

4. I have planned the regional media outlets' visit plan for the media team of Forethought PR

Regional Visit Media Team - Word

Dear Team,

Hope all of you are in good health.

This is our pleasure to inform you that we are set to commence our yearly regional visit to all major regions. Like previous year, we're expecting significant outcome from these visits with the objective of rejuvenating our relationship with relevant regional media stakeholders.

Please find the tentative plan below.

Region	Tentative Date of Journey	Tentative Date of Return	Visitors from FTFR
Sylhet	3 rd August, 2022	5 th August, 2022	Rima + Alvi
Chittagong	24 th August, 2022	26 th August, 2022	Rajur + Asif
Khulna	7 th September, 2022	9 th September, 2022	Sarzil + Alvi
Rajshahi	28 th September, 2022	30 th September, 2022	Bokul + Saima
Barisal	12 th October, 2022	14 th October, 2022	Nasir + Maruf
Rangpur & Begura	25 th October, 2022	28 th October, 2022	Husain + Ananna

Expected Outcome:

- Most updated regional database (to be shared in an excel sheet by the visitors within 10 days of the visit completion)
- Insightful media visit report (to be shared by the visitors within 7 days of the visit)

How we will proceed:

- Pre-Engagement over the phone
- Inviting group of journalists to lunch/ dinner during the visit
- In person visit to influential media outlets and personnel
- Handover the gifts to the selected media personalities from FTFR and client (if any)

Regional Trip Plan 2022

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Region	Time	Person	Target Media	Gift
1			Dainik Azadi Dainik Purbodosh Dainik Purbokone Suprobhat Bangladesh Porom Bangladesh CTG Daily - Yalub CTG Press Club Kazir Dewri Mor - Media Building	Porom Bangladesh
2	Chittagong	August 1st	Rajur + Asif	
3	Khulna	August Mid	Sarzil + Alvi	
4	Rajshahi	September 1st	Bokul + Saima	
5	Sylhet	September Mid	Rima + Alvi	
6	Barisal	October 1st	Nasir + Maruf	

Sheet1

Image: Screen Shot of the Planning for the Regional Media Outlets Visit



Image: Me Presenting the Regional Media Outlets Visit Plan to My Boss

5. I have made the half-yearly deliverables 2022 according to my supervisor's brief.

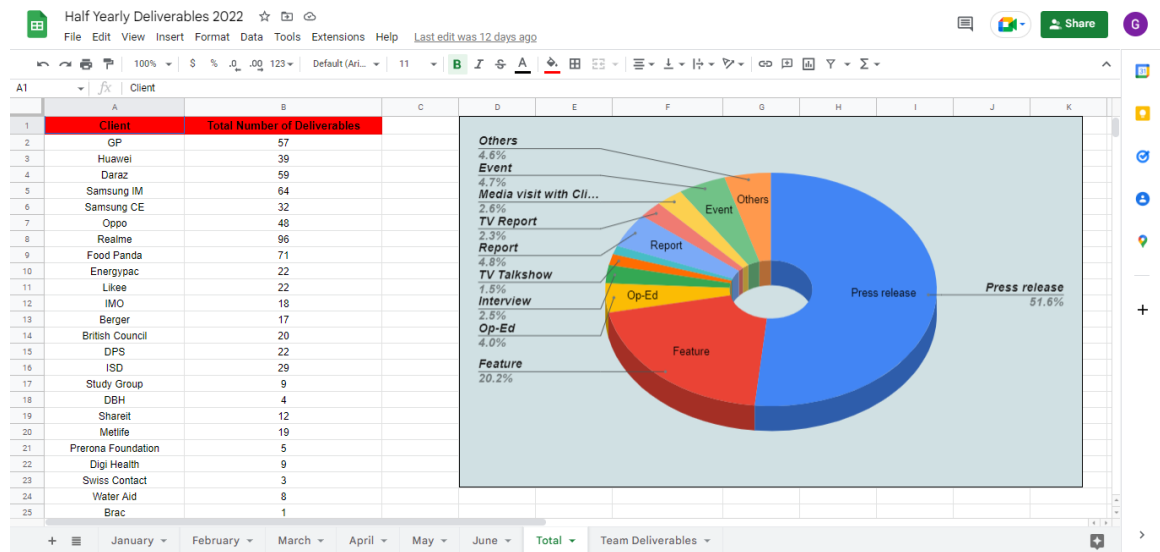


Image: Screen Shot of the Half Yearly Deliverables 2022 Spreadsheet

6. I have made the media engagement status 2022 and media engagement matrix 2022 of the entire media team.

Media Engagement Status 2022

File Edit View Insert Format Data Tools Extensions Help Last edit was made 12 days ago by Alvi Forethought PR

Engager	January	February	March	April	May	June	Total Engagement	AVG
Husain	0	0	0	0	0	0	0	0
Nasir	135	50	146	74	66	157	629	105
Bakul	128	88	213	125	58	79	691	115
Sarzil	33	36	89	42	66	106	372	62
Asif	60	41	32	23	52	51	259	43
Rima	N/A	N/A	N/A	99	83	83	265	88
Ananna	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Salma	56	20	163	102	91	158	590	98
Tipu	100	41	187	0	37	62	427	71
Alvi	169	47	67	88	32	115	518	86
Maruf	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total							3751	

Engager	January	February	March	April	May	June	Total Engagement
Husain	0	0	0	0	0	0	0
Nasir	0	8	87	28	0	32	155
Bakul	54	0	90	36	0	11	191
Sarzil	11	6	12	7	0	7	43
Asif	12	12	4	0	0	0	28
Rima	N/A	N/A	N/A	6	0	6	12
Ananna	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Image: Screen Shot of the Media Engagement Status 2022 Spread Sheet

Media Engagement Matrix 2022

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Media Name	Number of Visit	Media Name	Number of Visit	Media Name	Number of Visit
Jank	3	My TV	2	Barta 24	3
Depto	3	Ananda Tv	1	ABC Radio	1
News 24	2	Channel I	8	FinEx	3
KK	3	Independant TV	4	Business Post	1
BD Protidin	3	Mohona TV	4	71 TV	2
BD Khorbor	1	Ajker Patrika	6	GTV	2
BN	2	Jug	2	ICE B Today	1
ATN B	11	OBS	3	Amader Somoy	3
TBS	7	BD Shuttle Times	1	DBC	1
City FM	1	news bangla	2	INQ	2
RTV	2	News g 24	1	Jamuna	1
CI Online	1	BD News 24	5	Banik Barta	1
Dhaka post	9	Jago	1	BTV	1
Asian TV	6	Samakal	5	Maasranga	2
Ittefaq	6	Protidiner sangbad	1	Akhon TV	1
ETV	10	PA	8	Dainik Bangla	1
ATN News	9	ICE Today	2	Bijoy TV	1
TDS	4	Bangla Tribune	3	Manabjabin	1
SA TV	2	Nagorik TV	5	IBT	1
B Vision	7	Somoy TV	5	Gilbal TV	1
Desh TV	3	new Age	2	DT	1
Channel 24	4	Somoyer Alo	1	BBC Bangla	1

Image: Screen Shot of the Media Engagement Matrix 2022 Spread Sheet

7. I have made the cumulative breakdown of 6 month's deliverables of all clients of Forethought PR.

Cumulative Breakdown of 6 Month's Deliverables ☆ 📁 🌐

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Serial	Clients	Jan	Feb	March	April	May	June	Total	Missed	Ongoing
1	GP	9	8	19	28	6	9	79	5	4
2	Samsung	13	9	14	19	12	9	76		9
3	Oppo		3	5	25	13	21	67		1
4	Viber	2	3		1		1	7		
5	Daraz	18	12	18	10	10	12	80	12	4
6	Huawei	5	9	4	6	8	14	46		12
7	Singer	7	3		1			11		
8	Metlife	8	2	2	1	2	7	22		5
9	Digi Health	7	2	2				11		
10	Realme	14	29	15	21	25	8	112		
11	DPS	2	4	9	3	3	2	23		
12	SHAREit	6	2	3				11		
13	Prerona Foundation	1		2	1	1	2	7		
14	Likee	3	6	3	3	6	2	23		3
15	UCB- Monash	6	3	1	1		4	15		1
16	Water Aid	3	3			3	2	11		3
17	Medtronic	1					1	2		1
18	DBH			1	2	1	4	8	3 (CTR-1, On Hold-2)	1
19	Coca-Cola			1		2	4	7		3
20	Body Shop				3	1		4		
21	Foodpanda	8	13	16	16	17	28	98	8	5

Sheet1

Image: Screen Shot of the Cumulative Breakdown of 6 Month's Deliverables of All Clients Spread Sheet

8. I have made the Third Tier Online Database for Forethought PR.

Third Tier Online Database ☆ 🔍

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Serial	Media name	Journalist's Name	Designation	Contact Number	Email
1	https://banglaekattor.com/archives/44421			০১৭৭৮১৭৪৭৯০, ০১৯০৭৮৮৬৬১ ০১৯০৭৮৮৬৬১-১২	admin@banglaekattor.com
2	jagratatabangla.net	সুমন মোহ	প্রকাশক ও সম্পাদক		jagratatabangla24@gmail.com news.jagratatabangla24@gmail.com
3	www.runnermedia24.com	রুমানা আফরোজ রাখি	সম্পাদক		runnertrvk@gmail.com
4	bd24live.com	আমিরুল ইসলাম আসাদ	এডিটর ইন চিফ	মিউজ কাম: ০৯৬৭৮৬৭৭১৯১ মফরুল ডেকা: ০১৫৫২৫৯২৫০২ বর্তী প্রধান: ০৯৬৭৮৬৭৭১৯০	info@bd24live.com office.bd24live@gmail.com country_jid@yahoo.com jajadi@dbd.com
5	ajajidinbd.com	হোসেন গৌরুগী	সম্পাদকমন্ডলী সভাপতি ও প্রকাশক	৮৮৭ ০২০৮-১২ ৮৮৭ ০২১৪	
6	dbcnews.tv	এম. মঞ্জুজুল ইসলাম	প্রধান সম্পাদক	৮৮ ০৯৬৬৬ ৭৭৭ ০২২ +৮৮ ০২ ৯৮৫২৪০১-৫	news@dbcnews.tv
7	nayashatabdi.com/	নাসিম সালেহীন	সম্পাদক	০২-৪১০৪০০৪৪৪, ০২-৪১০৪০০৪৪০	info@nayashatabdi.com news@nayashatabdi.com
8	bhorerdarpan.com	নাসরিন হায়দার	ভারপ্রাপ্ত সম্পাদক	ফোন : ০২-৯৫৭৪৭২৩ মোবাইল : ০১৭১১-৮৬৯৮৮৯ 01845-741000, 01714-984510, 01874-962696, 01711-153566, 01926394000	darpannews16@gmail.com
9	shomoyasangbad.com	আলফাজ মোহাম্মদ আলী	প্রধান সম্পাদক	ফোন : +৮৮০-২-৫৫০১০৫১১ - ১৫	shomoyasangbad@gmail.com shomoyasangbad@gmail.com
10	rtvonline.com	সৈয়দ আশিক রহমান	প্রধান সম্পাদক	মিউজ কাম: +৮৮০-১৮৭৮১৮৪০৬৬ - ৭০	news@rtvonline.com

Sheet1 Explore

Image: Screen Shot of the Third Tier Online Database

9. I have made the updated regional database for Forethought PR.

Regional Database

File Edit View Insert Format Data Tools Extensions Help *Last edit was made on July 4 by SK_Nasir_Hossain*

D5 Online Head

	A	B	C	D	E	F	G
1	Sel	CTG Media	Reporters Name	Designation	E-Mail	Office Address	
2	1		M A Malek	Editor			
3	2	Dainik Azadi	Hasan Akbar	Chief Reporter	aponmonon@yahoo.com		
4	3		Mr. Tipu	Ad. Manager	azadi@dainikazadi.net	9, CDA Commercial Area, Momin Road, Chittagong.	
5	4		Prabir Barua	Online Head	prabirbarua2003@yahoo.com		
6	5		Nowsed Ali Khan	Chief Reporter	nakhan53@gmail.com		
7	6	Daily Purbokon	Abdullah Al Mozammel Z	General Manager	zilani.purbokone@gmail.com	961 / A, CDA Avenue, East Nasirabad, Chittagong	
8	7	Daily CTG pratidin	kalim sarwar	News Editor	kalimsarwar55@gmail.com	Sanmar Spring Garden, 2nd Floor, 64 Jamalkhon Road, Chittagong-4000	
9	8		Rusho Mahmud	Editor	suprobhat5@gmail.com	Press Club Building, 6th Floor	
10	9	Suprovat Bangladesh	Bhuiyan Nazrul	Chief Reporter	bnazrul76@gmail.com	Jamalikhon Road, Chittagong	
11	10		Ratan kanti Debashesh	Chief Reporter	ratandevashish@gmail.com	35, Momin Road, Kadam Mubarak By Lane, Chittagong.	
12	11	Dainik Purbodesh	MD Nazrul Islam	Commercial Manager			
13	12		Ziaul Hoque	CEO			
14	13						
15	14	stgltimes.com	Mashrur Junayed	News Editor	editor.ctgtimes@gmail.com	19, Gulzar Tower, Chawkbazar, Chittagong	
16	15	Cholomannewyork.com	Mohammad Ali	Editor	rinquoctg@gmail.com	Salma Bhaban, (Ground Floor), Momin Road, Cheragi Pahar, Jamal Khan, Chittagong-4000	
17							
18		Barishal Media	Reporters Name	Designation	E-Mail	Office Address	
19	16	Daily Akker Barta	Kazi Nasir-Uddin Babul	Publisher & Editor	ajkerbarta@gmail.com	525 Fazlul Haque Avenue (Kakli Junction), Barisal.	
20	17		MD. Monirul Islam	Staff Reporter			
21		Daily Paribarton	Kazi Miraj Mahmud	Publisher & Editor	kazimirajbsl@gmail.com, paribartonsl	Kushla House, 138 Birshreshtha Captain Mohiuddin Jahangir Road, Sadar Road (opposite Shaheed Minar), Barisal-7200	
22	19	Daily Matobad	Abdur Razzar Bhuiyan	Editor	dailimatobad@gmail.com	Ayub Bhaban, N Hossain Complex Police Lines, Barisal-7200	

Regional Gift List Cumilla Barishal Bogura Chittagang Rajshahi Rangpur Jessore Khulna Explore

Image: Screen Shot of the Regional Database

10. I have made the updated work update sheet 2022 for the entire media team according to my supervisor's brief.

FTPR Media Team Work Update 2022

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L122 TV: Ananda TV, ATN Bangla, Banglavisision, Channel 24, GTV, Nagorik TV, NTV, RTV, NP: Daily Star| Prothom Alo| Financial Express| Samakal| Kaler Kantho| Daily Sun| Amader Somoy| Business Standard| Business Post|

1	Target	Due Date	Achieved	Achieved Date	Responsibility	Remarks	Coverages
117	Nagorik TV	Aug 31	Nagorik TV	Aug 23	Sarzil	Done	Client cancelled due to other schedule clash
118	N/A	Aug 16	N/A	Aug 16	Sarzil	Done	
119	Business Post	Aug 20	Business Post	Aug 19	Bakul	Done	https://businesspostbd.com/epaper/post/2022/08/19/05/05_101
120	10 Media	Aug 22	3NP+22W	Aug 22	Sarzil	Done	NP: OBS, Peoples Times, BD Alo, W: OBS On, DT On, AA On, NA On, Techmal, Statement (Bn, En), Corporat
121	N/A	Aug 23	N/A	Aug 23	Sarzil	Done	
122	120 Media	Aug 29		Aug 26	Team	Done	TV: Ananda TV, ATN Bangla, Banglavisision, Channel 24, GTV, Nagorik TV, NTV, RTV, NP: Daily Star Prothom Alo Financial Express Samakal Kaler Kantho Daily Sun Amader Somoy Business Standard Business Post Dosh Rupertin Sangbad Bhorer Kagoj Swadesh Pratidin Aker Patrika Amar Sangbad Daily Tribune News Time Naya Shalabdi, WEB: Prothomalo Prothomalo TheDailyStar.Oh (2) Financial Express Dhakatribune Bdnews24 Banglajnews24 Kalerkantho Unbi Jagonevs24 Somoynews Jagonevs24 Digibanglathech Digibanglathech news Digibanglathech news Deshrupantor.com Corporateangbad.com Risingbd.com Bhorerkagoj.net Daily-sun.com Inqila.com News24.com Businesspostbd.com Tbsnews.net Tbsnews.net Daily-bangladesh.com Daily-sun.com Tbsnews.net Barta24.com Cnewsvoice.com Dhakalimes24.com AmaderSomoy.com Barta24.net Bd24live.com Newsbangla24.com Thesangbad.net Bangladeshpost.net Techzoom.tv Techzoom.tv Techzoom.tv Kholajagad.com Dhakamail.com Bangladeshbeyond.com.bd Gramnagarbarta.com Banglapratidin.net Bahannnews.com Swadeshpratidin.com Porombangladesh.com Dailybangladesheralo.com Thedhakacrimenews.com Computerbichitra.com Bangladeshbeyond.com.bd Swadeshpratidin.com Gramnagarbarta.com Bangladeshbeyond.com.bd Protidinrikatha.com.bd 71bdnews.net Bangladeshbeyond.com.bd Outlookbangla.com Akerkanthobor.net Akerpatrika.com Bd-journal.com Saradin news Deshdarpon.com 71sangbad.com Bangla71news.com Banglajnews.com Dmohtry.com Daily-sokalsomoy.com Techsangbad.com.bd Sahv.tv Bangla report Akerprotasha.com Lastnewsbd.com Bangladeshkantha.com Bdfinancialnews24.com Banglajnews.com Techmailbd.com Binijougabarta.com Orthosongbad.com Eksushey-tv.com Biztech24.com Uttorbongonews.com News.bdtype.com News.bdtype.com Apurupbangla.com
123	TBS				Sarzil	Ongoing	
124	IBT	Sep 5			Sarzil	Ongoing	
125	3 Media	Aug 27	Somoy TV, Nagorik TV, Radio Shadhin	Aug 27	Sarzil	Done	
126	Bhorer Kagoj				Sarzil	Ongoing	
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Image: Screen Shot of the FTPR Media Team Work Update 2022

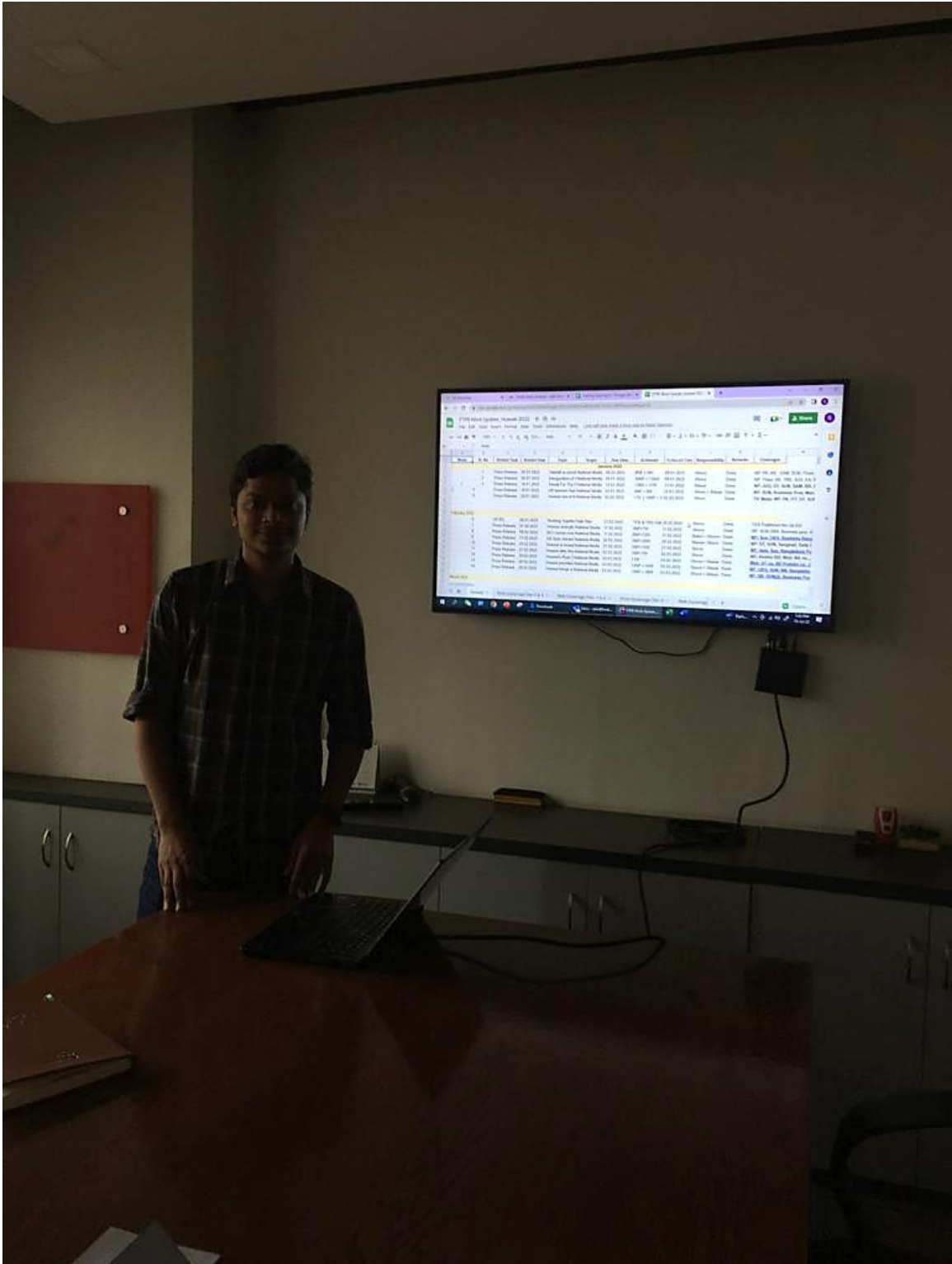


Image: Me Presenting the New FTPR Media Team Work Update 2022 Sheet

11. Attending meetings.



Image: Taking Notes While Attending a team Meeting

12. News monitoring.



Image: News Monitoring was One of My Regular Jobs

13. Rough notes.

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Internship Report
Page - 34, 37, 38, 40, 41, 32, 28

Notes → Rajivai & Azeinai (Work Brief Meeting)

- Conclusive Breakdown of 6 Month Deliverables
- Regional Coverage
- Takeaway & Interview Analysis
- Engagement Analysis - Month, Tier, Person
- Evidence Opportunity and Drop

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01

Exhibition - Editor in Chief - Mohammad Reza
= KOL - Key Opinion Leader

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Notes

Media House Count -
Media Engagement Sheet - No Designation Nei
Work Update Sheet → Third Tier Ne Karben Hobe.
Purpose → Documentation
→ to all our work effort.
Attendance time will be maintained strictly.
For Planning → Data matters.
This year Aksharita is going to focus on Efficiency
- Every Thursday - Meeting

Bahar Da → After 8:30 PM we want work.
Rime Apu → Miscommunication with C/S Team.
- Oke Oke Links Byens Manibar Kore na.
- Some clients only give screenshots/print.
Tipu Rai - Life is getting hard day by day.

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11

Popular YouTube in Bangladesh

Digital Platform (FB, Insta, YT)

Category - Social Cause

- Technology
- Food
- Lifestyle
- Travel
- Political
- Commercial (Business)
- Entertainment
- Health

Stat
Data of Digital Platform of Media

BD Popular

- Prokash Ali - Posters Reach → FB, Insta, YT, LI
- Davdy Star - Making Anam
- Samrat - Mohammad Hossain; Publisher - Alad Kalam Azad
- Kuberkantha
- Jugantor

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12

Organogram --/--/---

Group Chairman → Ashraful Nur

↓

Co-Chairman - Sara Zaker

↓

M.D → Ikram Mawla

↓

Executive Director → Ishtiaq Hossain

↓

Director
CP

↓

Senior Manager

↓

Manager

↓

Manager

↓

Assistant M

↓

Senior Executive

↓

Executive

↓

Mt

↓

Inter

Director
B.D.R.
Publication Ma

↓

Senior (Media R.)

↓

Manager

↓

Assistant M

↓

Senior Executive

↓

Executive

↓

Mt

↓

Inter

NCC Bank
With You Always

Image: Hand Written Rough Notes

Concluding Remarks

This internship was my first professional corporate job experience. Fortunately, I got a positive and energetic workplace culture. I tried my best to uphold my credibility and enhance my abilities on a personal and professional level. Now, I can comfortably think about working in a communication role. This was an incomparable hands-on learning opportunity that has increased my self-assurance and self-awareness. I am grateful for this real opportunity and intend to take maximum benefits of it in my upcoming endeavors. Overall, the internship experience was a boost before starting a professional career.

Thank You