General

Brand Empowerment Workshop boosts UMPSA’s Visibility

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GENTING HIGHLANDS, 3 December 2024 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) organised a Brand Empowerment Workshop, serving as a platform to analyse the impact of branding changes on the identity and image of the university involving stakeholders, particularly alumni, industry, students, and the community.

The two-day workshop, held from 2 to 3 December and organised by the Centre for Corporate Communications (PKK), also discussed UMPSA’s image and reputation, especially in terms of physical and visual branding, the UMPSA website, marketing, and impactful flagship programmes expected to elevate UMPSA’s visibility.

According to the Deputy Vice-Chancellor (Student Affairs and Alumni), Professor Ts. Dr Mohd Rusllim Mohamed, who is also the Chairman of the UMPSA Branding Committee, the workshop provided an opportunity for committee members and department heads to strategise efforts to enhance visibility and elevate the university to a higher level.
“This workshop also aims to serve as a platform for the committee to analyse the impact of branding changes on the identity and image of the university by involving stakeholders such as alumni, students, industry, and the community,” he said.



Also present were the Deputy Vice-Chancellor (Academic and International Affairs), Professor Dato' Ir. Ts. Dr Ahmad Ziad Sulaiman; Assistant Vice-Chancellor for Academic Advancement, Professor Dr Kamal Yusoh; and PKK Director, Mimi Rabita Abdul Wahit.

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