



บันทึกข้อความ

ส่วนราชการ... สำนักงานการประชาสัมพันธ์ต่างประเทศ... สงต. โทร. ๐.๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐ - ๑๑

ที่... นร.๐๒๐๙๐๓/๑๗๐๕... วันที่ ๑๕ มิถุนายน ๒๕๕๔

เรื่อง... AIBD เชิญส่งผู้แทนเข้าร่วมการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง การบริหารการกระจายเสียง
แพร่ภาพและการจัดการด้านคุณภาพ

เรียน ผอ.สทท. ผอ.สวท. และ ผอ.สปช. ๑ - ๘

ด้วย AIBD ร่วมกับ ABU, FES, ER และ MSF ได้เชิญ กปส. ส่งผู้แทน จำนวน ๑ คน เข้าร่วมการประชุมเชิงปฏิบัติการระดับภูมิภาคเรื่อง การบริหารการกระจายเสียงแพร่ภาพและการจัดการด้านคุณภาพ (Broadcast Management and Quality Management) ระหว่างวันที่ ๑๒ - ๑๕ กันยายน ๒๕๕๔ ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย

การประชุมนี้จัดขึ้นเพื่อพิจารณาข้อกำหนดสำคัญสำหรับเทคนิคและรูปแบบการบริหารกิจการวิทยุ-โทรทัศน์ เทคนิคและเครื่องมือในการจัดการด้านคุณภาพ เพื่อผู้บริหารได้นำข้อมูลเหล่านี้ไปใช้ในองค์กรของตน ทั้งนี้ AIBD กำหนดคุณสมบัติของผู้เข้าประชุมว่าจะต้องเป็นผู้บริหารหรือหัวหน้าฝ่ายอาวุโสของหน่วยงานวิทยุกระจายเสียงหรือวิทยุโทรทัศน์ อายุไม่เกิน ๔๕ ปี สามารถฟัง พูด อ่าน เขียนภาษาอังกฤษได้ดี โดยในการประชุมจะมีทั้งการทำงานกลุ่มและงานเดี่ยว (รายละเอียดตามเอกสารแนบ)

ในการนี้ ขอให้ สทท. สวท. และ สปช. ๑ - ๘ เสนอชื่อบุคลากรที่มีคุณสมบัติตามที่ AIBD กำหนด หน่วยงานละ ๑ คน ไปยัง สปต. ภายในวันที่ ๒๐ มิถุนายน ๒๕๕๔ เพื่อนำเสนอ อปส. พิจารณาคัดเลือกเป็นผู้แทน กปส. เข้าร่วมการประชุมดังกล่าว สำหรับค่าใช้จ่ายในการเดินทางไปร่วมประชุมจะเบิกจ่ายจาก สปต.

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางสุดฤทัย เลิศเกษม)

ร.ผอ.สปต.



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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11 May 2011

Mr Grisanaporn Soempanich
Director-General
National Broadcasting Services of Thailand
Government Public Relations Department
International Cooperation Division,
Foreign Office, Public Relations Department
9, soi Aree Samphan, Thanon Rama IV, Phayathai,
Bangkok 10400, THAILAND

Dear Mr Grisanaporn Soempanich,

AIBD/ABU/FES/ER/MSF Regional workshop on Broadcast Management and Quality Management 12 to 15 September 2011, Kuala Lumpur, Malaysia

1. The Asia-Pacific Institute for Broadcasting Development (AIBD), in collaboration with ABU/FES/ER/MSF is organising this regional workshop on **"Broadcast Management and Quality Management"** from 12 to 15 September 2011 in Kuala Lumpur, Malaysia.
2. The nominations should be sent through your office to reach AIBD before **Friday, 05 August 2011** and we would be most grateful for your assistance in maintaining the deadline.

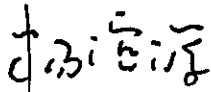
We seek your co-operation to process nominations speedily.

3. The activity is designed for Senior Managers in broadcasting organizations with at least 5 years experience in the senior management level. Maximum age limit is 45 years, and they should be able to understand, speak and write in English, which is an essential condition for selection. Please refer to enclosed project outline for profile of participants
4. We request you to ensure that all information requested for in the application form is duly provided. Enclosed herewith is the application form.
5. We are offering **ONE** place to **NBT**. The nominating organisation is required to nominate one principle and one alternate applicant. Places are offered strictly on a first-come-first served basis provided all conditions and requirements are met. Please note that failure to comply with this requirement will leave AIBD with no choice but to reject the application.
6. Participating organisations will meet the cost of airfare, accommodation (as recommended by the organisers), daily subsistence allowance, local transportation charges (from and to the airport), excess baggage, handling charges, extended days of transit, unauthorized stopovers/changes to itinerary for their respective participants.
 - a. The organisers will provide all materials for the activity.

7. Candidates nominated are expected to be in positions where they can usefully employ their knowledge and skills acquired during the activity, or they should be able to return to positions where they can do so.
8. Please note that the organisers will not accept any responsibility for incidental expenses associated with the selection, travel or compensation in case of sickness or accident during the period of the activity. The organisation should ensure that the applicants are physically and medically fit and insured to attend the activity. Applicants or their organisations are advised to take adequate measures to cover against this.
9. Applications routed through your office and or ministry should reach AIBD latest by **Friday, 05 August 2011**. Selection of candidates will be based on information provided in the application form. It is therefore necessary that these forms reach us by the stated deadline. Please note that responsibility for the final selection is vested with AIBD.
10. AIBD will notify your office as well as the successful applicant as soon as the selection is made. On receipt of such confirmation the organisation is expected to proceed with travel and other formalities (including passports, visas) for the applicant.

We look forward to receiving your nominations by **Friday, 05 August 2011**.

Yours sincerely,



Yang Binyuan
Director AIBD

CC. Mrs Sudruetai Lertkasem
Director, International Cooperation Division, Foreign Office
and AIBD Liaison Officer
E-mail: _jangsudruetai@hotmail.com
copy email to : <abuthai@hotmail.com>, <weerapan_j@hotmail.com>, <pr_tuey@hotmail.com>



AIBD/ ABU/ FES/ ER/ Media and Society Foundation
Regional Workshop on Broadcast Management and Quality Management
12 to 15 September 2011
Kuala Lumpur, Malaysia

PROJECT OUTLINE

Aims

The workshop aims to provide a forum to discuss key elements required for broadcast management styles and techniques, Quality management tools and techniques to enable them to particularly adapt to the needs of the media industry.

Objectives

At the end of the training the participants will be able to

- Enhance knowledge on leadership and strategic management in view of the new challenges that is faced by Senior Managers in broadcasting organisations
- Explore different managerial and leadership styles, and use of power in decision making
- Examine their individual leadership skills to function as effective managers in their organizations
- Create an understanding about the specifics of the media industry in relation to quality management
- introduction to the last version of the international standard related to the medias (ISAS BCP 9001:2010)
- The construction of a quality management system through the newly developed "Quality Management Starter Kit"

Methodology

The methodology for broadcast management will be presentations, brief theoretical inputs, discussions, group work, individual presentations with practical exercises while all quality management themes will be presented by combining theory and practical exercises on concrete examples.

Profile of participants

Those invited to attend

- Senior Managers with at least five years experience in senior management level in broadcasting organizations.
- Maximum age limit is 45
- Ability to understand, speak and write in English, is an essential condition
- Those from the Commonwealth countries are encouraged to apply.

Consultants

There will be two consultants. The consultant for Broadcast Management is **Mrs Barbara Skerath**, former Director, Deutsche Welle Training Center in Germany and **Mr Guillaume Cheneviere**, former Director of TSR, Swiss Broadcasting Corporation, Switzerland and consultant of the Swiss-based Media and Society Foundation, (an international media professionals' initiative implementing the ISAS BCP 9001 universal media quality management standard)

Training Venue

Asia-Pacific Institute for Broadcasting Development, Kuala Lumpur, Malaysia.



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APPLICATION FOR PARTICIPATION IN

**AIBD/ ABU/ FES/ ER/ Media and Society Foundation
Regional Workshop on Broadcast Management and Quality Management
12 to 15 September 2011
Kuala Lumpur, Malaysia**

Please type or use capital letters for all entries.

APPLICANT'S NAME (Please underline family name)

Please affix a
recent
Passport
photograph
here

DATE OF BIRTH

GENDER / MARITAL STATUS

- MALE / FEMALE
 - MARRIED / SINGLE
- (Delete whichever is not applicable)

FULL POSTAL ADDRESS

(A) HOME:	TEL:
	E-MAIL:
(B) OFFICE:	TEL:
	FAX:
	E-MAIL:

NAME AND ADDRESS OF PERSON TO BE NOTIFIED IN AN EMERGENCY

(Relation of that person to applicant):	Tel:

PARTICULARS OF TRAVEL DOCUMENT

PASSPORT TYPE:	PASSPORT NO:	DATE OF ISSUE:
DATE OF EXPIRY:	PLACE OF ISSUE:	

SPECIAL CONDITIONS FOR COLLABORATIVE ACTIVITY

The following conditions relate to the activity offered by the Asia-Pacific Institute for Broadcasting Development (AIBD).

Obligations of AIBD:

- Appropriate course materials will be provided.
- Where applicable, a Certificate of attendance at the conclusion of the training activity provided the participant has achieved eighty percent attendance.

Obligations of the applicant’s Organisation:

- Provide return economy ticket, accommodation (as recommend by the organisers), daily subsistence allowance, visa fee and any airport departure taxes or travel levies and airport transfers at the location of the activity.
- Travel and Medical insurance to cover the duration of the activity. Participants and/or their organisations are strongly recommended to make such arrangements to cover travel and medical risks.
- Expenses to cover any en-route costs (accommodation, meals, taxis, excess baggage, handling charges, selection of participant etc.) in travelling to and from the activity.
- Ensuring the continuation of the participant’s salary and other obligations.
- Assuring that the participant will be employed upon his/her return in a position related to the duties for which the activity was awarded.

Applicant’s declaration:

- To carry out such instructions and abide by such conditions as may be stipulated from time to time by the Asia-Pacific Institute for Broadcasting Development (AIBD).
- To follow the course of study and abide by the rules and regulations of training institutions and other establishments during the activity.
- To refrain from engaging in political activities.
- To return directly to his/her home country upon completion of the activity.

I have read, understood and agree to abide by the conditions listed above.

Name of applicant:

.....

Signature of applicant: Date:.....

Endorsement by employer/official nominating authority:

The nominee’s application has been examined and I nominate him/her as physically and medically fit to follow this activity. I have also read the conditions listed above, particularly those relating to the obligations of the applicant’s organisation, and understand and agree to abide by these conditions.

Name of authorised official:

Designation:

Name of Organisation:

Official Stamp

Signature:

Date: