



บันทึกข้อความ

ส่วนราชการ สำนักการประชาสัมพันธ์ต่างประเทศ สรท. โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร 0209/สปต./ 158

วันที่ 23 กันยายน 2547

เรื่อง การประชุมเชิงปฏิบัติการ เรื่อง “Leadership & Managerial Skills for Women Managers in Broadcasting”

เรียน ผอ.สำนัก / กอง/ ผอ.สปช.1-8

1. ประเด็น

1.1 สถาบันพัฒนากิจการวิทยุ-โทรทัศน์แห่งเอเชีย-แปซิฟิก (Asia-Pacific Institute for Broadcasting – AIBD) ร่วมกับ Friedrich Ebert Stiftung (FES) จะจัดการประชุมเชิงปฏิบัติการ เรื่อง “ทักษะในการเป็นผู้นำและการบริหารจัดการสำหรับผู้บริหารสตรีในองค์กรวิทยุ-โทรทัศน์” ระหว่างวันที่ 20 พฤศจิกายน – 3 ธันวาคม 2547 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย

1.2 AIBD เชิญ กปส. ส่งผู้แทนเข้าร่วมประชุมฯ โดยจะสนับสนุนค่าที่พัก วัสดุอุปกรณ์ พาหนะ รับ-ส่งระหว่างสถานที่จัดประชุมและที่พัก ทั้งนี้ ขอให้หน่วยงานต้นสังกัดของผู้แทนรับผิดชอบค่าบัตรโดยสาร เครื่องบิน ค่าเบี้ยเลี้ยง ค่าพาหนะเดินทางในต่างประเทศ และค่าใช้จ่ายอื่น ๆ เป็นเงินประมาณ 44,000 บาท

1.3 คุณสมบัติของผู้สมัครจะต้องเป็นผู้บริหารสตรี หรือผู้ที่กำลังขึ้นเป็นผู้บริหารในอนาคต มีประสบการณ์อย่างน้อย 5 ปี และมีความรู้ภาษาอังกฤษเป็นอย่างดี ทั้งนี้ จะต้องจัดทำรายงานเกี่ยวกับ โครงสร้างของหน่วยงานและรายละเอียดงานที่รับผิดชอบเสนอที่ประชุม ดังรายละเอียดโครงการที่แนบ

2. ข้อเสนอ

สปต. เห็นว่าการส่งเสริมให้ข้าราชการสตรีได้พัฒนาความรู้และทักษะในการบริหารงานองค์กร และมีโอกาสแลกเปลี่ยนความคิดเห็นกับผู้บริหารสตรีขององค์กรในต่างประเทศ จะเป็นประโยชน์อย่างยิ่ง ต่อการพัฒนาบุคลากรและพัฒนางานของ กปส. ในอนาคต จึงใคร่ขอให้พิจารณาเสนอชื่อผู้แทนที่เหมาะสม เข้าร่วมประชุมดังกล่าว โดยใช้งบประมาณของต้นสังกัด ทั้งนี้ ขอให้เสนอชื่อพร้อมใบสมัครไปยัง สปต. โดยด่วน ภายในวันที่ 15 ตุลาคม 2547 เพื่อจะได้นำเสนอ อปส. ขออนุมัติเป็นผู้แทนและดำเนินการในส่วนที่เกี่ยวข้องต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาตาม ข้อ 2 ด้วย จะขอบคุณยิ่ง

(นางลดาวัลย์ บัวเอี่ยม)

ร.ผอ.สปต

ประมาณการค่าใช้จ่ายในการเดินทางเข้าร่วมประชุมเชิงปฏิบัติการ
เรื่อง "Leadership & Managerial Skills for Women Managers in Broadcasting"

ระหว่างวันที่ 20 พฤศจิกายน - 3 ธันวาคม 2547

ณ กรุงเทพมหานคร ประเทศไทย

1. ค่าบัตรโดยสารเครื่องบิน	เป็นเงิน	10,000 บาท
2. ค่าเบี้ยเลี้ยงวันละ 2,100 บาท x 15 วัน	เป็นเงิน	31,500 บาท
3. ค่าธรรมเนียมสนามบิน	เป็นเงิน	500 บาท
4. ค่าพาหนะในต่างประเทศ	เป็นเงิน	1,500 บาท
5. ค่าพาหนะจากบ้านพัก-สนามบิน	เป็นเงิน	500 บาท
รวมเป็นเงินทั้งสิ้น		<u>44,000 บาท</u>

R176MY04

17 September 2004

H.E. Sihasak Puangketkaew
Director-General
Information Department
Ministry of Foreign Affairs
Sri Ayudhya Road
Bangkok 10400
Thailand

Your Excellency,

**AIBD/FES REGIONAL WORKSHOP ON
LEADERSHIP & MANAGERIAL SKILLS FOR WOMEN MANAGERS IN BROADCASTING
20 NOVEMBER – 03 DECEMBER 2004 - KUALA LUMPUR, MALAYSIA**

1. The Asia-Pacific Institute for Broadcasting Development (AIBD), with the support of Friedrich Ebert Stiftung (FES) is organising this workshop as part of its development assistance to members. We would be most grateful for your assistance in channeling the offer to the appropriate Ministry/Television/Radio Broadcasting organisations with the request for nominations.

We seek your co-operation to process nominations speedily.

2. The nominations should be sent through your office to reach AIBD before **Friday, 29 October 2004** once the required formalities have been completed.
3. The applicants should be practicing **Women Managers or Potential Managers** with five years experience. They should be able to understand, speak and write in English.

Applicants are required to prepare a brief paper to be submitted to AIBD before the workshop:

- a) Simple organizational structure of her own organization.
- b) Her own job functions currently (or potentially) as a manager and a leader in her organisation.
- c) The skills and knowledge she needs to improve in management and leadership.
- d) Her career development path (from the start till she achieves her goal/target/ambitions).
- e) In her opinion who are the successful and outstanding women leaders in her organization or country, and what are the factors that have contributed to their achievements and success.

(Please do not exceed 3 – 4 pages)

4. The Workshop Information paper and application form are enclosed. The workshop Information Paper sets out the objectives and other details of the workshop, and the profile of the participants. **The application form should be submitted through your office according to the criteria stipulated in the Profile of the Participants .**
5. We request you to ensure that all information called for in the application form is duly provided. Please note that failure to comply with this requirement will result in the application being **automatically rejected.**
6. We are offering **ONE** place to **Thailand**. The nominating organisation is required to nominate principal and alternate candidates. Places are offered strictly on a first-come-first- served basis provided all conditions and requirements are met.
7. As a further cost cutting measure as well as manifestation of collaborative effort, expenses are to be defrayed as follows:-
 - a. The organizers will provide **accommodation, local transportation charges (hotel – AIBD – hotel), course materials and other facilities** for the workshop.
 - b. Nominating organisations will meet the **cost of economy return air ticket, daily subsistence allowance, excess baggage, handling charges, extended days of transit, unauthorized stopovers/charges to itinerary** for their respective participants.
8. Candidates nominated are expected to be in positions where they can usefully employ the knowledge and skills acquired during the activity or they should be able to return to positions where they can do so.
9. Candidates must be certified as physically fit and be able to cope fully with all stressful activities/situations connected with their training.
10. **As the language of instruction is English, candidates should have excellent fluency in the English language, written as well as spoken.**
11. Please note that the organizers will not accept any responsibility for incidental expenses associated with selection, travel or compensation in case of sickness or accident during the period of the activity. Candidates or their organizations are advised to take adequate measures to cover against this.
12. Applications routed through your office should reach AIBD, the latest, by **Friday, 29 October 2004.**
13. Please note that the responsibility for final selection is vested in AIBD.
14. AIBD will notify your office as well as the successful candidate as soon as the selection is made. On receipt of such confirmation, candidates are expected to proceed with their travel and other formalities (obtaining visas etc.).
15. Last but not the least we to take this opportunity to express our sincere thanks and gratitude to Friedrich Ebert Stiftung for their support to AIBD.

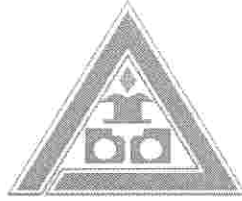
...3/-

We look forward to receiving your nomination by **Friday, 29 October 2004.**

Yours sincerely,

JAVAD MOTTAGHI
Director, AIBD

cc: H.E. Chaisiri Anamarn, Ambassador, Royal Thai Embassy, KL.
Mr Suchat Suchatvejapoom, Director-General, Public Relations Department
NBT.
Mr Anothai Udomsilp, Director, International Cooperation Division, Foreign Office
and AIBD Liaison Officer, Public Relations Dept., NBT.



**REGIONAL WORKSHOP ON
LEADERSHIP & MANAGERIAL SKILLS
FOR WOMEN MANAGERS IN BROADCASTING
29 NOVEMBER – 03 DECEMBER 2004
KUALA LUMPUR, MALAYSIA**

WORKSHOP INFORMATION

1. JUSTIFICATION

Many professional women with high levels of technical competencies in broadcasting may find themselves in senior managerial and leadership positions without much prior exposure and training in leadership skills. Broadcasting organisations in particular, are subject to the most dynamic changes and challenges, both in terms of ideas and technology. As such, leaders of these organisations need to be several steps ahead in order not to be overtaken by events and competitors. The new women leaders have to realize the challenges of nurturing and working with teams effectively. This depends on their being able to establish comfortable, productive relationships where individuals cooperate for mutual benefit, and necessitates a skill-set comprising negotiations, conflict management, coaching and developing people.

This course will focus on the role and new challenges faced by women leaders and managers in broadcasting organisations in developing countries.

Emphasis will also be given to organisational management, leadership styles as well as skills necessary to enhance individual and organisational performance and effectiveness.

2. AIM

The aim of the workshop is to provide practical tools and methods to understand leadership and managerial skills.

3. OBJECTIVES

Participants will be able to :

- to enhance knowledge and understanding of leadership and organisational management
- to explore the different managerial and leadership styles, personal values and issues of power in the organisation.
- to develop an awareness of significance of strategic management in view of the new challenges faced by broadcasting organisations in today's environment
- to examine their own leadership skills and interpersonal skills that are necessary for them to be more effective in the organisation.

4. METHODOLOGIES

Lectures, discussions, group work, exercises, role-play

5. PROFILE OF PARTICIPANTS

Candidates for this activity should possess the following criteria for selection :-

1. Preferences will be given to practicing Women Managers or potential Managers with 5 years experience,
2. Good oral and written command of the English Language.

6. PRE-WORKSHOP REQUIREMENTS

All participants are required to prepare a brief paper to be submitted to AIBD before the workshop :

- * Simple organizational structure of your own organisation
- * Your own job functions currently (or potentially) as a manager and a leader in your organization
- * The skills and knowledge you need to improve in management and leadership
- * Your career development path (from the start till you achieve your goal/ target / ambitions
- * In your opinion who are the successful and outstanding women leaders in your organization or country, and what are the factors that have contributed to their achievement and success.

(Please do not exceed 3-4 pages.).

7. CLOSING DATE FOR APPLICATIONS

Application forms should be channeled through the appropriate **Government Ministry and reach AIBD on or before Friday, 29 October 2004.**

Please forward the applications to :

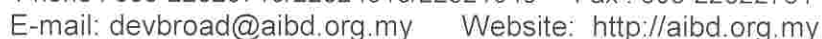
Director

Asia-Pacific Institute for Broadcasting Development

PO Box 1137, Pantai

59700 Kuala Lumpur, Malaysia

Telephone : (60-3) 2282 3719, 2282 4618
Facsimile : (60-3) 2282 2761
E-mail : devbroad@aibd.org.my / hyacinth@aibd.org.my
Website : <http://aibd.org.my>



EDUCATION

(A) HIGHEST QUALIFICATION HELD/INSTITUTION/DATE:

(B) OTHER RELEVANT STUDIES (Include previous AIBD courses/seminars and other fellowships awarded):

COMPETENCE IN THE ENGLISH LANGUAGE

READ			UNDERSTAND			SPEAK			WRITE		
EXC	GOOD	FAIR	EXC	GOOD	FAIR	EXC	GOOD	FAIR	EXC	GOOD	FAIR

Number of years you have studied English Please note: The training activity will be conducted in English.

PRESENT POSITION

(A) NAME AND ADDRESS OF EMPLOYER (Include department or sub-section):

E-mail:

Tel:

Fax:

(B) YEARS OF SERVICE:

FROM:

TO:

(C) TITLE OF POST:

(D) NUMBER OF YEARS IN PRESENT POST:

(E) DESCRIPTION OF YOUR FUNCTIONS AND DIRECT RESPONSIBILITIES:*

(F) PREVIOUS POSITION/EXPERIENCE (Briefly describe your professional career):*

(G) IF ACCEPTED FOR THIS TRAINING ACTIVITY, DESCRIBE THE PRACTICAL USE YOU INTEND TO MAKE OF THESE STUDIES ON YOUR RETURN HOME:*

(*Please use additional sheets if necessary.)

SPECIAL CONDITIONS FOR COLLABORATIVE ACTIVITY

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

Obligations of AIBD:

- Suitable hostel or hotel accommodation for overseas participants and, local transportation charges (hotel –AIBD-hotel) for the activity. (N.B. Accommodation/transportation NOT provided for in-country participants).
- 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:

- Return air ticket to the location of the training activity.
- Payment of daily subsistence allowance (DSA) to the participant directly.
- Payment of passport fees, visa charges and any airport departure taxes or travel levies.
- Travel insurance to and from the venue of the activity. Participants and/or their organisations are strongly recommended to make such arrangements to cover travel 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 or other arrangements as may be appropriate to maintain the participant's dependants or other obligations while he/she participates in the training activity.
- Assuring that the participant will be employed upon his/her return in a position related to the duties for which the training 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 applicant's organisation and 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 training activity.
- To refrain from engaging in political activities.
- To return directly to his/her home country upon completion of the training activity.

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

Name of applicant:

Signature of applicant: Date:.....

Endorsement by employer/official nominating authority:

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

Name of authorised official:

Designation:

Name of Organisation:

Official Stamp

Signature:

Date: