



Dec 02, 2018

AAU trains Abu Dhabi Customs speakers to communicate effectively

A training course entitled (Training of spokespersons) organized by the College of Communication and Media at Al Ain University of Science and Technology, Al Ain Campus, were delivered by Prof. Ibrahim Abu Arqoub and Dr. Faisal Al Sarhan for a group of executive managers in the General Administration of Customs for one day.

The workshop covered various aspects such as; strategies to deal with rumors, presentation and communication skills, and the impact of social networks on the institutions. The workshop also focused on the reasons why Abu Dhabi Customs needs to communicate with the media, and how the customs benefit from this communication in influencing public opinion, its composition and the decision-making process. Also, practical models were presented on these aspects.

At the end, Mr. Fahad Al Shamsi, Executive Director of the administrative sectors, honored the

trainers and praised their efforts, and wished to enhance communication between the General Administration of Customs and Al Ain University of Science and Technology in all fields.

[Press Release Link](#)