

PUBLIC RELATIONS
WORKSHOPS
JULY/AUG 2010

Learn from experienced and award-winning journalists and editors on how to maximize media coverage for your organization

Puspavathy Ramaloo is no stranger in the local news scene. As a Senior Broadcast Journalist with TV3 since 2001, Puspa has won numerous awards not only locally but at the international level as well. She currently reports for 'Aduan Rakyat'

Charles Mohan is an impassioned journalist and NTV7's lead news anchor. In 2006, Charles won the prestigious Anugerah Skrin for the Best Special Report. Charles is currently the Assignment Editor at NTV7.

Mohammad Izwan Azir is a prominent face of TV3. As a newscaster and journalist, Izwan is a well known icon in the local broadcasting industry. Izwan has interviewed many prominent figures in the past. He is an expert in live-crossovers and has been reporting from the scene for some major breaking stories.

7-8 JULY MEDIA RELATIONS 101

12-13 JULY CRISIS COMMUNICATIONS

14 JULY PRESS RELEASE & MEDIA INVITATION WRITING

19-20 JULY CEO /TOP MANAGEMENT FACING THE MEDIA TRAINING

28-29 JULY CRISIS COMMUNICATIONS (HEALTHCARE)

2-3 AUGUST ADVANCED MEDIA RELATIONS

5 AUGUST PRESS RELEASE & MEDIA INVITATION WRITING

17-18 AUGUST SOCIAL MEDIA 2.0 & PUBLIC RELATIONS

23-24 AUGUST CEO /TOP MANAGEMENT FACING THE MEDIA TRAINING

25-26 AUGUST PRESS CONFERENCE & EVENT MANAGEMENT

Wani Muthiah is currently the bureau chief and senior writer with The Star. Since joining the paper in 1994, she has reported on various issues ranging from politics, business and community news. Wani holds an MA in Communication Management from the University of South Australia.

Saraswathi Muniappan is an award winning Senior Economic Journalist with the Malaysian National News Agency, BERNAMA. She was recently awarded with the coveted title of Best Economic News Reporter Award.

Manminder Dhillon is a member of the distinguished IPRA, a global PR fraternity. She is the founder of **intelectasia™** and currently provides PR consultation to various organizations, delivering local and international exposure for her clients. Manminder recently collaborated with UiTM to conduct the first ever survey on Media Relations practices in Malaysia. Go to www.intelectasia.com for the full list of our trainers

COURSE CONTENT

MEDIA RELATIONS 101

WHAT?

MODULE 1 • What is NEWS?

Key Topics:

What Makes NEWS?

What are the elements involved in TV/Print news?

What makes a good story/news?

How journalists hunt for stories?

MODULE 2 • Media Relations & You

Key Topics:

How important is Media Relations for Your Organization?

Six Core Media Relations Strategies

Five Steps to a better Media Relations

Five Golden Rules on how to win medias' attention

MODULE 3 • Preparing Attention Grabbing Press Releases & Media Invites

Key Topics:

What makes Press Releases NEWSWORTHY?

Frequently Made Mistakes

How to write Press Releases & Media Invites that guarantees media coverage?

MODULE 4 • The Art of Pitching

Key Topics:

Phone Pitch (20 Seconds Pitch)

Email Pitch

Face to Face Pitch

MODULE 5 • Media Interviews & Press Conference

Key Topics:

Location Interview

Studio Interview (Basics, Appearance, Fatal Mistakes)

Press Conference (Basics, Contingency, FAQ)

MODULE 6 • Introduction to Media Relations 2.0

Media Relations & The New Media (Facebook & Twitter Checklist)

Media Relations & Blogs

Media Relations & YouTube

WHO?

Junior Executives in Public Relations, Corporate Communications, Marketing or any relevant position

Fresh Graduates

Senior and Managerial Executives or those with experience in PR are recommended to attend Advanced Media Relations

• Price : RM 1800

• Number of Days: 2

PRESS RELEASE & MEDIA INVITATION WRITING

WHAT?

MODULE 1 • What is NEWS?

Key Topics:

What Makes NEWS?

What are the elements involved in TV/Print news?

What makes a good story/news?

How journalists hunt for stories?

MODULE 2 • Preparing Attention Grabbing Press Releases

Key Topics:

What makes Press Releases NEWSWORTHY?

12 Reasons to send a Press Release

Frequently Made Mistakes

Good and Bad Press Release Samples

Ten Commandments of writing a good Press Release

MODULE 3 • Writing Media Invites that Guarantees Coverage

Key Topics:

The key to media coverage: A good media invite

Learn to 'fish'

Frequently Made Mistakes

Ten Commandments of writing a good media invite

MODULE 4 • How to Get Coverage without Media?

Key Topics:

How to Stop Depending on Media Attendance?

How to use free online press release wires to increase visibility?

WHO?

Junior Executives, Senior and Managerial Executives in Public Relations, Corporate Communications, Marketing or any relevant position

Fresh Graduates

Anyone who is interested to write good press releases and media invites

• Price : RM 900

• Number of Days: 1

What others have said

"I would definitely recommend this workshop to other PR people"

"Overall, the media relations workshop was worth it. Even though we are exposed to these issues but today we are going home in proper manner where we can implement it in the right way! Thank you!"

"The course content and open discussions are one of the best!"

COURSE CONTENT

CRISIS COMMUNICATIONS

WHAT?

MODULE 1 • What is CRISIS COMMUNICATIONS?

Key Topics:

Definition and differentiation between crisis communication and risk management
Types of corporate crises
Crisis Detection

MODULE 2 • Learning from Others (Crisis Communications Case Studies)

Key Topics:

Major corporate crises in Malaysia and around the world
The Effective and Not So Effective Strategies
Common Mistakes
Learning from the Past

Case Study (Domino's, Enron, Alliance Bank, High Five, SK II, Dell)

MODULE 3 • Developing a Powerful Crisis Communications Plan (CCP)

Key Topics:

4 Step Process (Plan, Detect, Execute, Evaluate)
Selecting a Crisis Comm Team and Spokesperson
Developing Key Messages

MODULE 4 • Media and Crisis Communication

Key Topics:

Know what the media wants during a crisis
Press conference and media interviews do's and don'ts
Preparing press statements
Winning the media

MODULE 5 • Crisis Communication 2.0

Key Topics:

How to effectively use SEO, Facebook, YouTube, Twitter and blogs for crisis communication
10 Step New Media optimization tool for Crisis Communication

WHO?

Junior Executives, Senior and Managerial Executives in Public Relations, Corporate Communications, Marketing or any relevant position
Anyone who is interested to prepare a good crisis communications plan

• Price : RM 1800

• Number of Days: 2

ADVANCED MEDIA RELATIONS

WHAT?

MODULE 1 • What is NEWS?

Key Topics:

What Makes NEWS?
What are the elements involved in TV/Print news?
What makes a good story/news?
How journalists hunt for stories?

MODULE 2 • Press Release, Press Statements and Media Invites

Key Topics:

What makes Press Releases NEWSWORTHY?
12 'New' Reasons to send a Press Release
When and How You Should Write Press Statements?
How to write Media Invites that guarantees media coverage?

MODULE 3 • Pitching for Exclusive Media Interviews

Key Topics:

Make the media want your spokesperson
How to get the best media placements(developing news angles)
Common mistakes in a Phone, Email and Face to Face Pitch

MODULE 4 • Media Interviews & Press Conference

Key Topics:

Location Interview
Studio Interview (Appearance, Fatal Mistakes, FAQ)
Press Conference (Contingency, FAQ)

MODULE 5 • Best Practices Roundtable Discussion (Moderated)

Two-way discussion with journalists & editors on best media practices

WHO?

CEOs, Senior, Managerial Executives in Public Relations, Corporate Communications, Marketing or any relevant position

• Price : RM 1800

• Number of Days: 2

What others have said

"Knowledgeable training, very hands-on, learned a lot of new things- thank you all speakers"

"Excellent session. Very open and two-way. It is really great to have speakers with different areas of expertise to share their insights"

COURSE CONTENT

PRESS CONFERENCE & EVENT MANAGEMENT

WHAT?

MODULE 1 ● Developing Event Themes and Content

Key Topics:

Key Planning Elements (Aims & Objectives, Types of events (launches, press conference, press luncheons)
Stakeholders & Target audiences
Budgets
Personnel
Event format

MODULE 2 ● Press Conference 101

Key Topics:

Do I really need to have a Press Conference: APE Strategy
3 Step Process (Pre, Event, Post)
Handling the Media and Role of PR
Common Mistakes and Contingency

MODULE 3 ● Managing Events

Key Topics:

Why being organized is important?
Common event elements (Suppliers, Photography & Videography, Food & Beverage,
Transportation, Approvals, Escorts & Guides, Décor, Equipment Checklist, Administrative Checklist)

MODULE 4 ● Marketing & Media

Key Topics:

Marketing an event (Internally & Externally)
Media (Media Invitation, Press Kit checklist)
Invitation & Ticket Sales
Contingency Plan

MODULE 5 ● Event Evaluation Metrics

Key Topics:

Inputs, Outputs and Impact (Designing simple feedback form)
Post Event Communication (Thank you's)
Outcomes report
Best Practices Roundtable Discussion

WHO?

Anyone who is interested in organizing a successful press conference and event.

● Price : RM 1800

● Number of Days: 2

SOCIAL MEDIA 2.0 & PR

WHAT?

MODULE 1 ● Starting out a Social Media Strategy for PR

Key Topics:

Why do I want to participate?
Types of social media tools for PR
Observe, Listen, Read
Social media strategy checklist
Terminology

MODULE 2 ● Social Media Strategies Case Studies

Key Topics:

The Good (Zappos, Coke, Virgin)
The Bad

MODULE 3 ● PR and Facebook

Key Topics:

Facebook Checklist
Developing Facebook PR Campaign & Measuring your success
Connecting with the media with Facebook

MODULE 4 ● PR , Blogs & Twitter

Key Topics:

Making blogs and Twitter part of your PR Campaign
Examples of popular blogs
Blogging Strategies
Connecting with bloggers
Twitter 101

MODULE 5 ● PR & Online News Room

Key Topics:

Creating a Powerful Online Media Room
Online News Room and Crisis Communication

MODULE 6 ● Measuring The Success of an Online PR Campaign

Key topics:

Measurement metrics (ROI, ROE, ROP)
Role of Community Relations Manager

WHO?

CEOs, Senior/Junior , Managerial Executives in Public Relations, Corporate Communications, Marketing or any relevant position
Participants are required to bring their own laptops for this work-shop

● Price : RM 2300

● Number of Days: 2

What others have said

"I have always found getting coverage a big problem. I attended this course (Media Relations) in 2009. Now , coverage for my organization has increased thanks to the speakers!"

"Two-days is not enough! You guys are awesome!"

COURSE CONTENT

CEO/TOP MANAGEMENT MEDIA TRAINING

WHAT?

A highly interactive and personalized media training for spokespersons. This two-day workshop includes mock interviews with studio environment to give participants a feel of the actual interview setting. Participants can expect to learn the tactics and strategies to maximize the impact of media interviews. Due to the complexity of this workshop, we are limiting it to only 10 participants per session.

Session 1 •

Preparation: RPP Technique—Messages, Key Talking Points, Anticipated Questions

Session 2 •

During Interview: Handling Difficult Questions, Staying Calm Under **Pressure, Do's & Don'ts**

Session 3 •

Appearance and Body Language

Session 4 •

Fatal Mistakes

Working with the media not against the media

WHO?

CEOs, Board of Directors, Spokespersons for an organization.

• Price : RM 2500

• Number of Days: 2



5 REASONS WHY YOU SHOULD CHOOSE **intelectasia**!

1. Our trainers are journalists, editors and experienced PR consultants. They are exactly the people whom you should learn media relations from!
2. We are the biggest Public Relations training company in Malaysia with the highest number of PR training programs and trainers
3. Our training methodology is highly interactive, effective and results oriented. It is backed by case studies from Public Relations Society and research done by our team. We tell you the latest trends and developments in media relations practices in Malaysia.
4. We have delivered! Our strategies, tools and tips have delivered millions of ringgit of PR and advertising value to our clients.
5. Our courses are endorsed by the Institute of Public Relations Malaysia (IPRM)

We have trained:

We have trained participants from Tesco (M) Sdn Bhd, Ranhill Bhd, Ranhill Utilities Bhd, Curtin University (Sarawak), The Nomad, Kementerian Sumber Asli, Gleneagles Intan, SEGI University, FOMCA, Inno Bio (MOF Subsidiary) and a lot more!

REGISTRATION DETAILS

Yes! Please sign me/us up for the following workshop (s):

Tick (✓)	Course Title	Course Code	Fee (PER PERSON) 10% discount for 2 or more participants from the same organization	Workshop Date
	MEDIA RELATIONS 101	MR JULY	RM1800	7-8 JULY 2010
	PRESS RELEASE & MEDIA INVITATION WRITING	PR JULY	RM900	14 JULY
		PR AUG		5 AUG
	CRISIS COMMUNICATIONS	CC JULY	RM1800	12-13 JULY
	CRISIS COMMUNICATIONS (HEALTHCARE)	CCH JULY	RM1800	28-29 JULY
	ADVANCED MEDIA RELATIONS	AMR AUG	RM1800	2-3 AUG
	CEO/TOP MANAGEMENT FACING THE MEDIA TRAINING	MT JULY	RM 2500	19-20 JULY
		MT AUG		23-24 AUG
	PRESS CONFERENCE & EVENT MANAGEMENT	PC AUG	RM1800	25-26 AUG
	SOCIAL MEDIA 2.0 & PUBLIC RELATIONS	SM AUG	RM2300	17-18 AUG

WORKSHOP TIME : 9:00am to 6:00pm

VENUE : One World Hotel, Bandar Utama

TERMS & CONDITIONS:

- i. All courses are PSMB / HRDF Claimable (SBL Scheme) (subject to approval)
- ii. Please contact us if you do not receive a Confirmation Letter and Invoice via fax or email one week (7days) before the workshop.
- iii. Registrants who cancel less than 3 business days prior to the course date are subject to a service charge equals to 50% of the course fee.
- iv. Please fill up the registration form on the following page and email to registration@intelectasia.com. Alternatively, you can fax it to 03 7713 2261. For further details, please contact the following:

Ms Manminder Dhillon : 012 652 3868 or manminder@intelectasia.com
 Ms Yasmin Farahanim : 012 408 9754 or yasmin@intelectasia.com
 Mr Timothy LKS : : 012 365 3444 or timothy@intelectasia.com

REGISTRATION FORM

ORGANIZATION _____

ADDRESS _____

CONTACT PERSON _____

DESIGNATION _____

PHONE _____

FAX _____

EMAIL _____

PARTICIPANT (S)

Name : _____ Designation : _____ Course Code: _____

Name : _____ Designation : _____ Course Code: _____

Name : _____ Designation : _____ Course Code: _____

PAYMENT METHOD:

A. **If payment is by cheque, please make it payable to 'Intelectasia Consultancy'**

Account Name : Intelectasia Consultancy

Account Number : 1246-0000464-107

Bank : CIMB Bank Berhad

Branch : The Curve, Damansara

B. If payment is via interbank transfer, please fax the receipt to our office with the registration form to 03 7713 2261

C. If payment is through Local Order (for government staff), our MOF registration number is 357-02138240