

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



PUBLIC
RELATIONS
WORKSHOPS
2012

SOCIAL MEDIA & PR
MEDIA RELATIONS 101
CRISIS COMMUNICATIONS
PRESS RELEASE WRITING
MEDIA TRAINING FOR CEOs
PUBLIC RELATIONS FOR SMEs
MEDIA INTERVIEWS & PRESS CONFERENCE

Prepared and Presented by:

intellectasia™
cutting edge pr

ABOUT US

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 of America (PRSA) and research done by our team. We tell you the latest trends and developments in public 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)

What others have said about us:

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

"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 TRAINERS



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'



Anne Edwards is one of the most prominent TV personality in Malaysia. She is currently the Head of Production, News & Current Affairs at Bernama TV. She is also the Executive Producer of two shows namely a current affairs programme – The Breakfast Club and SWOT WATCH – a business show, which she Anchors.



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.



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.



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.



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



Rohaida Mohammad is currently the lead anchor for Astro Awani. She is regularly deployed as a lead reporter for breaking news stories and has covered a variety of momentous stories from domestic and international, micro to macro in politics and social affairs. Before joining Astro Awani, Rohaida served as an Assistant Assignment Editor, also a Broadcast Journalist in NTV7 news, Edisi 7.

What others have said about us:

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

OUR WORKSHOPS

PUBLIC RELATIONS BOOTCAMP [MARCH2012]

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/Senior 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 3500
- Number of Days: 3
- Venue: Eastin Hotel, PJ

SOCIAL MEDIA 2.0 & PR [APRIL2012]

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 workshop

- Price : RM 2500
- Number of Days: 2
- Venue: Eastin Hotel, PJ

What others have said about us:

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

OTHER WORKSHOPS

CRISIS COMMUNICATIONS [MAY 2012]

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 2800
- Number of Days: 2
- Venue: Eastin Hotel, PJ

PRESS RELEASE & MEDIA INVITATION WRITING [JUNE 2012]

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 1800
- Number of Days: 1
- Venue: Eastin Hotel, PJ

OTHER WORKSHOPS

PR Strategies for SMEs [July 2012]

WHAT?

If you are an entrepreneur and own an SME, then this workshop is for you! Learn how to gain free publicity for your business in this 2-day workshop. We know advertising is expensive, so why not leverage on public relations and let the media report about you and your business!

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 & SMEs

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?

Business Owners, Public Relations and Marketing Executives in SMEs

• Price : RM 2400

• Number of Days: 2

What others have said about us:

One of the best training sessions that I have ever attended! It was fun, highly interactive and most importantly fantastic substance. When can I get your book?

OTHER WORKSHOPS

CEO/TOP MANAGEMENT MEDIA TRAINING (ON-GOING)

WHAT?

A highly interactive and personalized media training for spokespersons. This one-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 5 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 2200

● Number of Days: 1



Our Clients



What others have said about us:

One of the best training sessions that I have ever attended! It was fun, highly interactive and most importantly fantastic substance. When can I get your book?

IN-HOUSE WORKSHOP SAMPLE

ADVANCED MEDIA RELATIONS

Media can either make or break the reputation of an organization.

A positive and trustworthy relationship between an organization and the media is **extremely important; more so in today's well informed society.**

Often we see large and small organizations coming under public scrutiny due to a certain media report.

Many, unfortunately, often perceive the **media as a 'bad' thing.**

This ONE-day workshop aims to expose the participants to the tools and tactics to foster a better working relationship with the media, strategies and how to conduct powerful press conferences, media interviews and the best practices for crisis communications.

KEY HIGHLIGHTS

- Understanding the current media landscape in Malaysia
- **Building and maintaining a strong partnership** with journalists and editors
- **Press conference and media interview tactics**
- **Presentation and speaking skills during media events**
- **Facilitating and managing press conference**
- **Generating positive media coverage**
- **Responding to media enquiries** – Giving what the media wants
- **Handling negative news reports and changing it to positive coverage**

Duration : 1 day
Start and End Time : 9.00 am – 6.00 pm
Total Hours including break : 9 hours
Trainers : Award winning journalists and editors from local media agencies and experienced public relations practitioners

Methodology

- Presentation by our well experienced trainers
- Group discussions and activities
- Case study of successful media campaign and strategies

Leaner Outcomes

Upon completion of this workshop, participants will be able to:

- Understand the roles of journalists and editors.
- Understand what makes news.
- Understand the do's and don'ts when facing the media
- Maximize media exposure
- Leveraging on positive publicity.



MODULE 1 UNDERSTANDING NEWS [9.00AM-11.00AM]

Bringing a group of senior journalists and editors together, this workshop aims to create an avenue for the participants to understand the wants and needs of the media. The overall goal is to establish excellent relationship with representatives of the media that foster accurate, balanced and timely news coverage. This workshop is not for the faint hearted. Get ready to hear straight **from the horse's mouth how to leverage on any publicity by the media, good or bad.**

Key Topics:

- What Makes NEWS?
- What are the elements involved in TV/Print news?
- What makes a good story/news?
- How do journalists hunt for stories?
- Media Jargon
- Pitching to the Media
- Malaysian Media Landscape

Learner Outcomes

- ✓ Understand the roles of journalists and editors
- ✓ Understand what makes news
- ✓ Understand Malaysian media landscape



MODULE 2 MEDIA INTERVIEWS [11.00AM-1.00PM]

Handling one-to-one media interviews can be nerve-wrecking especially when its your first time. However, media interviews are often the best opportunities for any spokesperson to take control of, because it is you who is making the statements!

Key topics:

- Media Interview
- Location Interview (Ambush Interviews)

- Basics (Handling Difficult Questions, Staying Calm Under **Pressure, Do's & Don'ts**)

- Appearance

- Fatal Mistakes

- More Tips (Messages, Key Talking Points, Anticipated Questions)

- Studio Interview

-Basics

-Appearance

-Fatal Mistakes



Learner Outcomes

- ✓ Understand the do's and don'ts when facing the media
- ✓ Capitalize on each media appearance
- ✓ Effectively using media to send positive messages
- ✓ Recognizing media as a partner and not a threat

What others have said about us:

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

MODULE 3 MEDIA & CRISIS COMMUNICATIONS [3.30PM-6.00PM]

A crisis can either be disastrous to your organization, or if properly handled, can open up a myriad of new opportunities. In this workshop, we will teach you how to weather the storm and coming out **from it 'dry' during any public fiasco.**

Key topics:

- What is a Crisis? Is conflict and crisis the same?
- Anticipating and managing a crisis
- **Press conference and media interviews do's and don'ts** during a crisis
- Winning the media
- Best Practices Roundtable Discussion (Moderated, Video presentation)



Learner Outcomes

- ✓ Developing and disseminating key messages during a crisis
- ✓ Understand what media wants during a crisis
- ✓ Capitalizing on a crisis to gain positive publicity (crisis=opportunity)

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!

MODULE 2 MEDIA INTERVIEWS [2.00PM-3.30PM]

In this module, you will learn the art of managing a press conference, and handling difficult questions through an exciting simulation process.

Key topics:

- Press Conference
- Basics (Handling Difficult Questions, Staying Calm Under **Pressure, Do's & Don'ts**)
- Appearance
- Fatal Mistakes
- Fielding questions and managing difficult situations
- More Tips (Messages, Key Talking Points, Anticipated Questions)

Learner Outcomes

- ✓ Understand the do's and don'ts when facing the media
- ✓ Capitalize on each media appearance
- ✓ Effectively using media to send positive messages
- ✓ Recognizing media as a partner and not a threat



What others have said about us:

Manminder and team have given us the best insights! Now I know the tricks of getting good media coverage!

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

VENUE : TBC

WORKSHOP DATE : TBC

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 (7 days) before the workshop.
- iii. There is a 50% deposit payment within fourteen (14) working days once all terms have been agreed upon. If there is a cancellation less than 7 business days prior to the workshop date, the deposit will be forfeited.
- iv. For further details, please contact 0377132254/2264/2258 or email enquiry@intelectasia.com

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