

Presented by:



Our Partner:



CRISIS COMMUNICATION & MEDIA RELATIONS

(Public Program & In-House Program)

25 SEPTEMBER 2018 - PENANG

YOU WILL LEARN :

Crisis Communications

- Tips to turn any crisis into a PR opportunity
- Creating your crisis communications plan in 9 simple steps
- Learn from real world crisis case studies - MAS, BP, Cadbury, Sony, Data Hack, Ebola
- Media and crisis communications - How to work with the media pre, during and post crisis
- Mock crisis simulations

Media Relations

- What makes news and newsworthiness!
- Understand the major elements in TV, Print and Online News
- Create powerful media relations strategies
- 10 Tips for writing Press Releases that guarantee coverage
- 5 Steps to hook the media with killer Media Invitations
- Insights to Digital Press Releases and Online News Portals

