

Two-Day Media Skills Training Seminar on Media Relations,
Media Handling & Media Crisis Management, *for* all in

Corporate Communications, Public Relations, Corporate Affairs,
Public Affairs, Marketing, Branding, and Advertising & Promotion

Communicate with the News Media the Effective Way

*...for positive publicity
in good and bad times*

DATE	15 & 16 February 2012 (Wednesday & Thursday)
TIME	9.00am - 5.15pm
VENUE	Armada Hotel, Petaling Jaya
COURSE FEES	RM1,700 (non-members)
	RM1,600 (MEF members)
	RM1,600 (non-member group discount) RM1,500 (MEF member group discount) Group discount for 3 or more participants

The Seminar/Workshop...

MODULE 1

The Way Reporters & Editors Think and Operate

THIS and other modules are to familiarise you with how a journalistic mind works with news, so that you will be able to communicate with reporters and editors the effective way in achieving the required publicity for your company or its products.

MODULE 2

Gain Media Coverage for your Press Conferences, CSR Projects and Other Corporate Events

YOU will find out how you can make editors send their reporters to cover your company events, and how you can make the reporters write about the events even if you have VIP guests such as Cabinet Ministers talking about other issues at the events.

There are certain hours of the day and certain days of the week you should avoid holding a press conference or other corporate events.

MODULE 3

Maximise Media Publicity for your Company

YOU shall be exposed to various practical ideas on how to maximise media publicity for your company or its products/services. For instance, you will see how you can turn 'low-cost' CSR projects into news items to gain 'high-cost' media publicity.

You will also be shown how to 'stretch' a corporate event to attain several rounds of publicity from the news media.

MODULE 4

Identify Publicity Opportunities

WE will guide you with examples on how to identify media opportunities to gain positive publicity and enhance your company's product or corporate image.

MODULE 5

Make Friends with the Media

SEVERAL effective ways in establishing and maintaining good relationship with the media will be discussed. You will be shown how important it is to have the press on your side, especially when your company is in a crisis or when you need media coverage for some crucial events.

MODULE 6

Handle Skilfully Press Conferences, other Media Interviews & Tricky Media Questions

IT is crucial that whoever is giving a press conference or being interviewed must be in control of the PC or the interview, otherwise the reporters will be leading him or her all the way into saying only the things the reporters want them to say.

Here, we will show you how to take charge and be in control of the Q&A sessions with the media.

MODULE 7

Manage the Media in a Crisis

FACE the media. Never avoid the media in a crisis. Never use the disastrous words "no comment", and never hide behind press releases if you do not want the crisis to be made worse by news reports.

Let us show you some highly-effective techniques and strategies in managing and responding to the media in crisis situations.

MODULE 8

Prevent a Product or Corporate Crisis

HERE we will show you how you can prevent journalists from turning situations into issues or crises detrimental to your company's business or reputation.

The TRAINER...

SW CHAN, a former senior journalist, is a media strategy consultant and a specialist trainer in media relations, media-handling skills and media crisis management.

He has 12 years of experience in his field, having media-trained corporate executives (including CEOs/MDs) and government officers since year 2000. Apart from this, he has provided expert media guidance on consulting basis to major companies.

Chan has also been a media-training consultant to oil and gas company **Shell** in the last 9 years – appointed since 2003. He conducts regularly media crisis management training for *Shell* group of companies' senior management and their emergency response teams.

He also conducts media skills training for Malaysian and foreign diplomats in diplomatic courses organised by the

Institute of Diplomacy & Foreign Relations (IDFR) of the Ministry of Foreign Affairs.

The training he conducts is in-depth, and the media-handling skills he presents are applicable in dealing with the local, foreign as well as the international news media in any country. There is not a shred theory in his training, for he knows too well the thinking and workings of journalists and the news media.

Chan was a journalist himself, having been a reporter and an editor in both newspaper and TV journalism in three news organisations for 18 years, prior to becoming a Media Strategy Consultant/Trainer in year 2000.

He held the positions of Reporter, Senior Writer, Correspondent and Sub-Editor while in ***The Star***, Senior Editor in ***The Sun***; and Managing Editor, News, in ***ntv7***.

Companies participated in previous public/in-house media-training programmes:

Public-Listed

- AEON Co.
- Axis REIT
- Boustead Holdings
- Gamuda
- K & N Kenanga
- KUB Malaysia
- Lafarge Mal Cement
- Malaysia Airports
- Mulpha International
- QSR Brands / KFC
- Scomi Group
- Sunrise
- Sunway Group
- Syarikat Takaful M'sia
- Tanjung Offshore
- Telekom Malaysia
- Tenaga Nasional
- Top Glove Corporation
- UM Land

Financial

- AmBank
- Bank Islam
- Hong Leong
- HSBC
- Maybank
- OCBC
- Public Bank
- Standard Chartered

Oil & Gas & Petrochemicals

- BP Chemicals
- BP Petronas Acetyls
- Carigali Hess
- ExxonMobil
- Murphy Sarawak Oil
- Newfield
- Petrofac
- Petronas
- Shell
- Titan Chemicals Corp

Governmental

- Bank Negara
- Bursa Malaysia
- Dewan Bandaraya KL
- MATRADE
- MIDA
- Perbadanan Putrajaya
- SME Corp Malaysia

Others

- CIMB Aviva Assurance
- KPMG
- M'sian Inst. of Accountants
- Malaysia Airlines Kargo
- Monash University
- Motorola
- Pantai Hospital
- Port of Tanjung Pelepas
- Prudential BSN Takaful
- Siemens
- 3M



MEF ACADEMY SDN BHD (REG NO.: 670301-W)

(Formerly known as MEF TRAINING ACADEMY SDN BHD)

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We would like to enrol:

Mr. / Ms.: FULL NAME	Designation	E-mail & Tel. No. (Trainee)	Course	Date & Venue
			Media Relations, Media Handling & Media Crisis Management	15 & 16 Feb. 2012 Armada Hotel, Petaling Jaya

Company : _____

Address : _____

Tel. No : _____ Fax No : _____

Contact person : _____ Designation : _____

Signature : _____ E-mail Contact Person : _____

Attached is our cheque no. : _____

payable to : ☒ Malaysian Employers Federation (MEF members only)

☐ MEF Academy Sdn Bhd (non-members)

☒ Please tick ☒ where applicable and fax / send the registration form to the respective offices where the course is being held.