The highly anticipated Public Relations Bootcamp™ is back for the 8th time! Expect more tips, exciting hands-on activities and real world case studies to ensure you get the best out of this three day power-packed workshop. Learn good media relations skills, get down with some serious crisis communication scenarios and activate your social media campaigns in this one of a kind workshop in Malaysia! Get insights from award winning journalists, experienced PR Practitioners and highly sought after social media gurus!

NEED TO JUMPSTART YOUR PR SKILLS?

PUBLIC RELATIONS

BOOTCAMP 2017

17 APRIL 2017 - 19 APRIL 2017
CONNEXION @ NEXUS, BANGSAR SOUTH

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Presented by: intelectasia™
Our Partner: SUPERNEWSROOM Get Your Story Out
YOU WILL LEARN

MEDIA RELATIONS STRATEGIES
- Learn 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

CRISIS COMMUNICATIONS
- Tips to turn any crisis into a PR opportunity.
- Creating your crisis communication plan by 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

SOCIAL MEDIA PR
- 5 Essential Social Media Tips for PR Pros.
- Discover 7 social media strategies.
- Effective ways of monitoring and measuring your social media success
- 5 Tips to create shareable content
- Social Media Crisis Simulations, Tips & Strategies

TESTIMONIAL

Many thanks for the wonderful PR Bootcamp programme. I didn't expect to learn THAT much (like, really, A LOT - my mind is still processing the info) in a span of 3 days - it has definitely broadened our scope on what we can do and incorporate in the organisation.

REGINA JOYCE TOYAD
Marketing & Communications Executive, Sarawak Convention Bureau
**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 do journalists hunt for stories?

**Module 2: Preparing Attention Grabbing Press Releases**
Key topics:
- What makes Press Releases Newsworthy?
- 10 Frequently Made Mistakes and How to avoid them!
- Write like a Pro! - Press Releases that Guarantees Coverage (Exercises)
- Beyond Traditional Media - Digital Press Release for Online Coverage

**Module 3: Media Invitations - Hook the Media in!**
Key topics:
- Secrets to getting the Media to attend your event!
- 5 Tips to hook the Media-Media Invitation Tips
- Pitching to the media - face to face, phone and email pitch

**Module 4: Online News Portal**
Key topics:
- Trends of News portal in Malaysia
- Understanding Online news portal
- Case studies - Online news
Module 1: Key trends in social media
Key topics:
- Key statistics in social media in Malaysia, the region and the world
- Impact of social media in media relations, reputation management and crisis communications
- The four pillars of social media: Listen, Connect, Add Value, and Measure

Module 2: Listen and connect
Key topics:
- PR and content generation
- Visual storytelling: Back to basics
- Best practices, guidelines, and tips in connecting with media online
- Exercise: Map out a plan of engagement for your blog, Facebook, Twitter, Instagram, and YouTube channels

Module 3: Content strategy and crisis
Key topics:
- Formulating your content strategy
- Tone, themes and creativity on social media
- Social media crisis: Countering negative publicity and attacks on social media
- What the media wants in a social media crisis
- Best practices in effective damage control in social media crisis situations
- Incorporating social media in your crisis communications plan
- Designing your own social media response flow chart
- Exercise: Mock Social Media Crisis

Module 4: Measuring and analytics
Key topics:
- Map out the social media R.O.I for your organization
- Setting KPIs: Tracking and measuring performance
- Tools for measuring and analytics
- Case studies: Social media campaigns

TESTIMONIAL

“I love this training, it is interesting and fun!! I have learned a lot and had such a great time. I wish I have more time to join this training.”

SITI NUR BAIZURA
Senior Executive, Corporate Communications Office - UNITAR International University
MANMINDER KAUR Dhillon - Lead Trainer

Manminder Kaur is an award-winning PR practitioner. She is the founder and CEO of Intelectasia. Manminder is Malaysia's top PR trainer, having trained hundreds of public relations professionals locally and internationally. Her forte is in crisis communications, media relations and on-camera media coaching. She has conducted media training and media coaching for corporate figures from various organizations such as Novartis, UDA Holdings, Khazanah Research Institute, Shell, TM, MaGiC, PDRM, Perbadanan Aset Air Berhad (PAAB) and more. Not a stranger in the local PR scene, Manminder also provides public relations consultancy to billion ringgit conglomerates, GLCs and the private sector. It is no surprise why her insights are often regarded as the best as Manminder combines her background as a journalist (Manminder was with Astro Awani) and PR expertise to give hands-on and strategic media tips to the participants. Manminder holds a Masters in Corporate Communications and recently won the Marketing Excellence Award in Public Relations (Gold Award) and was recently appointed as the Industry Advisor - Public Relations degree programme for University Tunku Abdul Rahman.

DATO’ KARAM SINGH WALIA

An icon in the local broadcasting and journalism industry, Dato’ Karam Singh will share tips on managing with the media during a crisis. He is the winner of many prestigious journalism awards and has been recognised internationally for his contribution in environmental issues.

PUSPAVATHY RAMALOO

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’.

PUSPAVATHY RAMALOO

Saraswathi Muniappan has more than 16 years of experience in journalism and is currently the Assistant Editor, Economic News Service of Malaysian National News Agency (Bernama). Her forte has been corporate news, aviation and commodities. She has covered various domestic and international events from general news and domestic politics to global economies and regional issues. Between 2012-2014, Saras was Bernama’s New Delhi Bureau Chief, covering both the business and political issues in India specifically and South Asia in general.

SUHAIMI SULAIMAN

Suhaimi Sulaiman is one of Malaysia’s top TV personalities. With more than 24 years of experience as producer, broadcast journalist, anchor and content strategist, Suhaimi played a major role in building the “Astro AWANI 24/7 news” brand. Suhaimi has provided media trainings and strategic communications advice to the top management teams of multinational companies, public listed companies, opinion leaders, politicians and organizations in the public sector.

Ridzwan Abdullah

Ridzwan Abdullah is a senior news journalist with a witty, at times cynical, view of what’s happening around him. With 25 years of news reporting and management under his belt in print and online media, Ridzwan served with the New Straits Times, The Sun and The Malay Mail, including stints in bureau offices across the country. He joined the online media bandwagon in 2013 when he became the Managing Editor of news portal The Rakyat Post. He now runs NewStreamAsia, an online content distribution portal.

JULIAN MATTHEWS

Julian Matthews is the co-founder of Trinetizen Media, a social media training company in Malaysia. He actively conducts workshops for multinationals and local companies in corporate social media, corporate blogging and online search techniques. Julian will share his views on how to roll-out a practical and effective social media strategy.

TESTIMONIAL

I have learned a lot of new things through this Boot Camp. It is good to learn from prominent journalists and they made a lot of difference by giving us hands on training.

MANO VERABATHRAN

Head of Communications Unit, Ministry of Transport
5 Reasons Why We Are The Experts

1. Our Trainers are journalists, editors, and experienced PR Consultants. They are exactly the people whom you should learn media relations from! Why learn from others when you get juiciest tips from the horses’ mouth!

2. We are the leading Public Relations training company in Malaysia plus we won an award :)

3. Our Training methodology is highly interactive, effective and results oriented. It is backed by case studies form 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. With a full fledged award-winning PR Agency under our belt, our strategies, tools and tips have delivered millions of ringgit of PR and advertising value our clients. So now, we are sharing this know-how with you!

5. Hundreds of local and international PR Practitioners have gained valuable insights from our trainings. Should we say more?

TESTIMONIAL

I enjoyed very much for all 3 days! It was such an enjoyable and useful session for newbie like me! I love the interactions and openness in discovering critical issues! Thumbs up Intelectasia.

WAN NOR ATHIRAH MAHDZIR
PR, IBM Malaysia Sdn Bhd
REGISTRATION FORM

COURSE TITLE: Public Relations Bootcamp
DATES / DAYS: 17, 18 and 19 April 2017
(Monday, Tuesday and Wednesday)
TIME: 9.00 am - 5.00 pm
VENUE: Connexion @ Nexus, Bangsar South City

FEE STRUCTURE PER PERSON

<table>
<thead>
<tr>
<th>Course</th>
<th>Price (RM)</th>
<th>Code</th>
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<tbody>
<tr>
<td>Day 1 Media Relations</td>
<td>1500</td>
<td>MR</td>
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<tr>
<td>Day 2 Crisis Communications</td>
<td>1500</td>
<td>CC</td>
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Closing date for registration: 10 April 2017
Early Bird (10%): Ends 20 March 2017
Group Discount (15%): 3 or more participants from the same organization

TERMS & CONDITIONS:

i. This workshop is HRDF Claimable
ii. Only one discount applies. Group discounts are not applicable to Early Bird discounts.
iii. Please contact us if you do not receive a Confirmation letter and Invoice via fax or mail one week before the event.
iv. Registrants who cancel less than 7 business days prior to the course date are subject to a service charge equals to 50% of the course fee.

PAYMENT METHOD:

A. If payment by cheque, please make cheque payable to ‘Newsroom Solutions Sdn. Bhd.’

Account Name: Newsroom Solutions Sdn. Bhd.
Account Number: 8007 389 334
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.

If you are interested in our courses and wish to enquire additional information or have any questions, please contact us:

- www.intelectasia.com
- enquiry@intelectasia.com
- facebook.com/intelectasia
- twitter.com/intelectasia
- youtube.com/IntelectasiaPR

D-3A-01 Ritze Perdana Business Centre, Jalan PJU 8/2, Damansara Perdana, 47820 Petaling Jaya, Malaysia.
+(603) 7726 9277/9377
+(603) 77269477

HOW TO REGISTER?

To make your registration process a breeze, you can choose any of the following methods:

A. ONLINE REGISTRATION
Simply log on to www.intelectasia.com, fill in your details and our training team will be in touch with you within three (3) working days.

B. HARDCOPY
Fill in your details below, fax it to us at +603 7726 9477.

ORGANIZATION:
ADDRESS:
CONTACT PERSON:
DESIGNATION:
PHONE:
FAX:
EMAIL:

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