

# SPOKESPERSON MEDIA TRAINING

Hands-on Strategies & Tips  
to Face The Media



“

“I have attended a media training before but this is truly the best! Intellectasia did a good job by bringing journalists and real media people. Highly recommended”

**CHERYL YEOH**  
FORMER CEO, MALAYSIAN GLOBAL INNOVATION  
& CREATIVITY CENTER (MAGIC)

”

## GET PREPARED FOR VIRTUAL MEDIA INTERVIEWS

*Tips for Zoom, Skype, webinars  
and all virtual media interviews*

Presented by:

**intellectasia**<sup>TM</sup>

**GOLD AWARD**  
MEA PUBLIC RELATIONS EXCELLENCE AWARDS 2013



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# 1.0 ABOUT INTELECTASIA

intelectasia™



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 can get juiciest tips from the horse's mouth!



We are leading Public Relations training company in Malaysia with the highest number of PR training programme and trainers.



Our training methodology is highly interactive, effective and results-oriented. It is backed by case studies from the Public Relations Society of America (PRSA) and research done by our team. We share the latest trends and developments in public relations practices in Malaysia.



As a full-fledged PR agency, our strategies have been recognised by our clients and the industry as a whole. We are the Gold Award Winner for Excellence in Public Relations Category (Corporate Communications) in the 2013 Marketing Excellence Awards. Now, we are sharing the best PR tips and strategies with you!



Thousands of local and international PR practitioners have gained valuable insights from our trainings. Need we say more?



“It was one of the best training that I have attended. Highly interactive, fun and learned so many important tips”

**DATO TEH KEAN MING**  
GROUP CEO and MD  
IJM CORPORATION BHD



# 2.0 THE TEAM

intellectasia™



## Lead Trainer

MANMINDER KAUR is an award-winning PR practitioner. She is the founder and CEO of Intellectasia. Manminder is Malaysia's top PR trainer, having trained thousands of public relations professionals locally and internationally. Her forte is crisis communications, media relations and on-camera media coaching. She has conducted media training and media coaching for corporate figures from various organisations 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 won the Marketing Excellence Award in Public Relations (Gold Award).

## Guest speakers from the Media (One of the following media practitioners will be invited to join in)



### Suhaimi Sulaiman

Suhaimi Sulaiman is one of Malaysia's top TV personalities. With more than 30 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 organisations in the public sector.



### Bk Sidhu

B.K. SIDHU is a Senior Editor Business at the Star Media Group. Her career in journalism spans over 25 years. She has interviewed local and global businessmen over the years. She also has a vast experience in the business sector. She has a passion for a few sectors including aviation and telecommunications. She holds a Master of Arts (Communication Management) from the University of South Australia.



### Khoo Hsu Chuang

Chuang is a co-host of The Morning Run on BFM 89.9 where he 'grills' many prominent business leaders in the popular 'Breakfast Grille' show. Previously he was a financial journalist at The Edge Bloomberg and Reuters in Malaysia and UK.



### 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 was the Princess Diana of Malaysian news, having highlighted various local issues on the highly acclaimed 'Aduan Rakyat' programme.



"Learnt so much than I expected"

ADELINE ABDUL GHANI  
KETUA PERHUBUNGAN AWAM  
GLENEAGLES KUALA LUMPUR



## Participants will Learn

- ✔ Body language, voice projection and appearance for media interviews– 10 Most Common Mistakes to Avoid!
- ✔ RPP Technique– Research, Prepare and Present
- ✔ 4 must-have techniques when answering Difficult Questions
- ✔ Be prepared for any media interviews – top tips for virtual interviews
- ✔ Mock Crisis simulation
- ✔ Building Relationship with the media: How to Work with the media not against the media
- ✔ Know what the media wants and What you want! – How you can control the outcome of any media interview!
- ✔ Handling an ambush interview and changing it to positive coverage

## Course Outline For Spokesperson Media Training

- ✔ **MODULE 1: Ambush Interview (On Camera)**
  - ✔ Review/feedback on the Ambush Interview
- ✔ **MODULE 2: Warm-Up Session (7th Hat – Be an Entertainer)**
  - ✔ Voice Projection
  - ✔ Energy
  - ✔ Body Language
  - ✔ Emotional Link
- ✔ **MODULE 3: From Expert to Master Communicator!**
  - ✔ Key Message Development\*
  - ✔ The 30-second Soundbites (fillers)\*
  - ✔ Top Tips for Media Interviews:
    - Traps by journalists\*
    - Handling difficult questions
    - ATM Technique
    - Fatal mistakes to avoid
  - ✔ Appearance & Body Language
  - ✔ Top tips for TV/Radio/Print/Online Interview

- ✔ **MODULE 4: Let's Go Live! (On-Camera Interview)**
  - ✔ one-on-one interview in a talkshow setting
  - ✔ Review & feedback on each participant
  - ✔ Summary & Evaluation

*\*On-camera activity*

## Advanced Media Training Courses

- ✔ Spokesperson Media Training – Crisis Communication (simulations)
- ✔ Social Media for C-Suite
- ✔ Unleash the Performer in You – Stage Skills for CEOs

# 5.0 WORKSHOP FEE

\*\* ALL OUR WORKSHOPS ARE HRDF-CLAIMABLE

intelectasia™



## Group

### Duration

One Day

### Time

9:00 am - 5:00pm

### Investment

RM 3500 per pax (Max 10 pax per session)  
excluding venue and refreshments  
Includes-HD Camera, Lighting, Cameraman  
and Trainers, Course materials are provided



## Individual

### Duration

Half a day

### Time

9:00 am - 1:00pm

### Investment

RM 10,000 for 1 pax  
excluding venue and refreshments  
Includes-HD Camera, Lighting, Cameraman  
and Trainers, Course materials are provided



**Should you be interested in our courses or require additional information, please contact us :**

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