

# Upskill and become a PR Expert

The highly anticipated Public Relations Bootcamp™ aims to empower you with the knowledge and skills to be a successful Public Relations professional! 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 principles of PR, good media relations skills, get down with some serious crisis communication scenarios and activate your digital PR in this one of a kind workshop in Malaysia! Get insights from award winning journalists, experienced PR Practitioners and highly sought after digital content specialists!

*Highly suitable for former journalists, PR, marketing and advertising executive.*

# PUBLIC RELATIONS BOOTCAMP 2020

*Special Series*



Fully claimable under  
the EIS SOGSO scheme

📅 24 – 26 November 2020

📍 Le Meridien, Kuala Lumpur



**Media Relations**



**Crisis Communications**



**Digital PR**

# PROGRAM OVERVIEW



## DAY 1: MEDIA RELATIONS STRATEGIES

- Learn what makes News and Newsworthiness!
- Emerging Trends - Media Landscape and Digital News Consumption
- 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.
- Virtual media interviews, press conferences and live streams- Preparing for the Online PR Shift



## DAY 2: 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 - MH 17 & 370, BP, Cadbury, Samsung Recall, Nestle and Covid-19
- Media and Crisis Communications - How to work with the media pre, during and post crisis
- Mock crisis simulations



## DAY 3: DIGITAL PR

### Content & Visual Storytelling for Digital Media

- Why content is powerful?
- How to develop content that is shareable?
- How to optimise for various platforms (i.e. FB, YouTube, Instagram)
- Visual Storytelling - Explore the power of editing pictures and videos on a smartphone - Using the best tools and apps
- Sharing your images on Social media (Instagram, Facebook, Twitter) effectively
- #Hashtags - Secrets of viral content

#### Sonny Peru Cosme - MarComm & PR Executive

The experience I've gained from this training was awesome. I managed to expand my wings on the do's and don'ts of handling media and other stakeholders in the community. As a PR person, the training enables me to understand both internal and external factors that affect my role as the PR and MarComm executive in my current company.



# WORKSHOP OVERVIEW

## DAY 1 : MEDIA RELATIONS

### 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.

## DAY 2 : CRISIS COMMUNICATIONS

### 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 and Learning from Past
- Case Studies (MAS, BP, SONY Data Hack, EBOLA)

### Module 3 : Developing a Powerful Crisis Communications Plan (CCP)

#### Key topics :

- 4 Step Process (Plan, Detect, Execute, Evaluate)
- Developing Key Messages, Holding Statements
- Mock Crisis Simulation

### Module 4 : Crisis Communications and the Media

#### Key topics :

- Know what the media wants during a crisis
- Press Conference and media interviews do's and don't's
- Preparing press statements, Winning the media, Mock press conference

#### Anita Hanapi - Public Relations & Marketing Services

Great workshop! Very well done and very useful information delivered in an excellent manner. I would highly recommend the PR Bootcamp to anyone that is interested in improving their public relations, media writings, crisis communications plan and in growing their business opportunities



# WORKSHOP OVERVIEW

## DAY 3: DIGITAL PUBLIC RELATIONS

A session led by content specialists and popular social media personalities on how to create viral content for multiple digital platforms including social media via visual storytelling and how to optimise the content for each platform.

### Module 1 : Digital Storytelling and Social Content Development

Key topics :

- Why content is powerful for social and digital PR?
- How to develop content that is shareable - Content amplification strategies
- How to optimise content for various platforms (i.e. Facebook, YouTube, Instagram)
- Native advertising for a powerful content strategy
- Top tips on listicles, quizzes, videos, infographics, segmented stories and social headlines

### Module 2 : Visual Storytelling - How to create videos and powerful visuals for shareable digital content

Key topics :

- Harnessing the powerful of visual storytelling
- Smartphone Photography and Videography Tips (Understanding technics, lighting shot types and angles)
- Explore the power of editing pictures and videos on a smartphone - Using the best tools and apps
- Sharing your images on social media (Instagram, Facebook, Twitter) effectively
- #Hashtags - Learn how to do it correctly

**Regina Joyce Toyad - Marketing & Communications  
Executive, Sarawak Convention Bureau**

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.



**WAN NOR ATHIRAH MAHDZIR - PR , IBM Malaysia Sdn Bhd**

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.



# SPEAKERS

## 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 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).



## 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.

## SARASWATHI MUNIAPPAN



Saraswathi Muniappan has more than 16 years of experience in journalism and is currently the Editor, Economic News Service 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.

## DARIAN GOH



Darian Goh is a senior strategy planner for RevAsia, part of the largest media group in Malaysia. In his 4 years with RevAsia, he has grown brands such as SAYS, OhBulan, and Rojaklah into top social sites in Malaysia. On the other hand, Darian has also strategised for brands like AirAsia, Nestlé, Honda, and Petronas to reach millennials through online content. He has expertise in distributing content, repackaging content for social media and most importantly, knowing how and what the online world consumes and share. During his free time, Darian loves exploring the world through scuba diving.

# 5 REASONS WHY WE ARE EXPERTS



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?

MANO VERABATHRAN - Head of Communications Unit,  
Ministry of Transport

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.





# OUR CLIENTS

intelectasia™

SUPERNEWSROOM  
Get Your Story Out



# REGISTRATION FORM

COURSE TITLE : Public Relations Bootcamp  
DATES / DAYS : 24,25,26 November 2020  
(Tuesday, Wednesday and Thursday)

TIME : 9.00 am - 5.00 pm  
VENUE : Le Meridien Kuala Lumpur

FEE STRUCTURE PER PERSON (excluding 6% SST)

	Course	Price (RM)	Code
Day 1	Media Relations	1500	MR
Day 2	Crisis Communications	1500	CC
Day 3	Digital PR	1500	DPR
<b>I Want All (3 Days Program)</b>		<del>4500</del> 3500	PRBT

Closing date for registration : **20 November 2020**  
Group Discount (15%) : **3 or more participants from the same organization**

**Early Bird (10%)  
Ends 13 November 2020**

## TERMS & CONDITIONS :

- This workshop is HRDF Claimable
- Only one discount applies. Group discounts are not applicable to Early Bird discounts.
- Please contact us if you do not receive a Confirmation letter and Invoice via fax or mail one week before the event.
- 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.

## 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](http://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 and Whatsapp the form (take a picture) to +6017-233 3190 and we will take care of the rest.

ORGANIZATION : .....

ADDRESS : .....

CONTACT PERSON : .....

DESIGNATION : .....

PHONE : .....

FAX : .....

EMAIL : .....

PARTICIPANT(S) : .....

Name : .....

Designation : .....

Email : .....

Course Code : Please Tick  MR  CC  DPR  PRBT

PARTICIPANT(S) : .....

Name : .....

Designation : .....

Email : .....

Course Code : Please Tick  MR  CC  DPR  PRBT

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Designation : .....

Email : .....

Course Code : Please Tick  MR  CC  DPR  PRBT

PARTICIPANT(S) : .....

Name : .....

Designation : .....

Email : .....

Course Code : Please Tick  MR  CC  DPR  PRBT

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

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 [enquiry@intelectasia.com](mailto:enquiry@intelectasia.com)


 [facebook.com/intelectasia](https://facebook.com/intelectasia)

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 [youtube.com/IntelectasiaPR](https://youtube.com/IntelectasiaPR)

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