

SPOKESPERSON MEDIA TRAINING

Hands-on Strategies & Tips
to Face The Media

Presented by:

intelectasia[™]



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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?



2.0 THE TEAM

intellectasia™



Training Director

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)



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 an award-winning TV journalist, having received 14 Local & International prestigious Awards for her exceptional investigative and constructive news reporting skills. She is widely recognized for her outstanding career in journalism, particularly as the distinguished host of the highly acclaimed TV3 programs, Buletin Utama, Aduan Rakyat, and Soal Jawab. With more than 22 years in media and public relations, Puspavathy holds a Master's degree in Mass Communication from University Science of Malaysia.



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.



Saraswathi Muniappan

Saraswathi Muniappan has more than 22 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.



Shafizan Johari

Shafizan Johari is a journalist with 14 years of experience in the industry. Currently he is the Forward Planning Editor and Lead Editor at Astro AWANI, responsible for overall and day-to-day editorial strategy and implementation

3.0 COURSE OUTLINE

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 3900 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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