

WANT TO JUMPSTART YOUR PR SKILLS?

# PUBLIC RELATIONS

## BOOTCAMP 2025

AICB Building Kuala Lumpur | 22- 24 July 2025



DIGITAL  
PUBLIC RELATIONS



CRISIS  
COMMUNICATION



MEDIA  
RELATIONS

This highly anticipated Public Relations Bootcamp™ aims to empower you with the knowledge and skills to be a successful Public Relations professional! Expect some exceptional tips, exciting hands-on activities and real world case studies to ensure you get the best out of this three day power-packed workshop. Master the principles of PR, grasp good media relations skills, learn to tackle crisis communication scenarios and activate your digital PR communication in this one of a kind workshop in Malaysia! Get insights from award winning journalists, experienced PR Practitioners and highly sought after digital content experts/ specialists! Extremely suitable for former journalists, PR, Marketing and Advertising executives

## ▶ DAY 1: DIGITAL PR CONTENT & VISUAL STORYTELLING FOR DIGITAL MEDIA

- Create powerful and shareable content
- Learn to optimise content for various platforms (i.e. FB, YouTube, Instagram, TikTok)
- Master the art of Visual Storytelling - Explore the latest tools/apps for editing pictures and videos. (Canva, Magisto, GoPro Quik and more)
- Manage the use #Hashtags effectively - Secrets of viral content

## ▶ DAY 2: CRISIS COMMUNICATIONS

- Gain tips to turn any crisis into a PR opportunity.
- Develop your crisis communication plan in 9 simple steps!
- Understand real world crisis case studies - MH 17 & 370, BP, Cadbury, Samsung Recall, Nestle and Covid-19
- Grasp Media and Crisis Communication - How to work with the media-pre, during and post crisis
- Practise mock crisis simulations

## ▶ DAY 3: MEDIA RELATIONS STRATEGIES

- Learn what makes News and Newsworthiness!
- Be Aware of Emerging Trends - Media Landscape and Digital News Consumption
- Create Powerful Media Relations Strategies.
- Master 10 Tips for writing press releases that guarantee coverage.
- Hook the media with killer media invitations in just 5 steps.
- Learn from the best virtual media interviews, press conferences and live streams
- Prepare for the Online PR Shift.

NATASHA FARHANA ROHAIZAD  
SENIOR EXECUTIVE, STRATEGIC COMMUNICATIONS  
JOHOR PETROLEUM DEVELOPMENT CORPORATION BERHAD (JPDC)

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The 3-day Public Relations Bootcamp hosted by Intelectasia was enriching, with practical strategies for handling PR crisis, building media relations, and learning the latest digital trends. Networking with like-minded professionals added extra value. Overall, it greatly enhanced my PR skills and knowledge.

# PROGRAM OVERVIEW



## DAY 1: DIGITAL PR

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

### MODULE 1 : DIGITAL STORYTELLING AND SOCIAL CONTENT DEVELOPMENT

Key topics :

- Why content is powerful/crucial 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, TikTok).
- How to leverage on native advertising for a powerful content strategy.
- Grasp 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 :

- Harness the power of visual storytelling
- Develop Smartphone Photography and Videography Tips (Understanding techniques, lighting, shot types and angles)
- Explore the latest tools/apps for editing pictures and videos. (Canva, Magisto, GoPro Quik and more)
- Learn the effective use of images on social media (Instagram, Facebook, Twitter)
- Master the effective use of #Hashtags - Secrets of viral content.

## DAY 2 : CRISIS COMMUNICATION

### MODULE 1 : WHAT IS CRISIS COMMUNICATION?

Key topics :

- Definition and differentiation between crisis communication and crisis management
- Types of corporate crises
- Crisis Detection

### MODULE 3 : DEVELOPING A POWERFUL CRISIS COMMUNICATION PLAN (CCP)

Key topics :

- Absorb the 4 Step Process (Plan, Detect, Execute, Evaluate)
- Identify types and categories of crisis and developing a crisis assessment tree.
- Develop Key Messages, Holding Statements (The 3EAT Technique)
- Manage digital evaluation tools for a successful crisis
- Indulge in communication campaign.

### MODULE 2 : LEARNING FROM OTHERS (CRISIS COMMUNICATION CASE STUDIES)

Key topics :

- Major corporate crises in Malaysia and from around the world: What can we learn from them ?
- Case Studies (MH 17 & 370, BP, Cadbury, Samsung Recall, Nestle and Covid-19)

### MODULE 4 : CRISIS COMMUNICATION AND THE MEDIA

Key topics :

- Determine what the media wants during a crisis
- Be aware of press Conference and media interviews do's and don'ts
- Prepare holding and press statements
- Learn the strategy to win the media and mock crisis simulation

## DAY 3 : MEDIA RELATIONS

### MODULE 1 : WHAT IS NEWS?

Key topics :

- What makes News & Newsworthiness?
- What are the elements involved in creating 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 Guarantee 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 : DIGITAL PR

Key topics :

- Digital PR: The future of public relations.
- Optimizing press releases for online consumption (SEO, backlinks)
- Digital PR Tactics for social media.

PAT ALEXANDER  
COMMUNICATION MANAGER  
SHANGRI-LA KUALA LUMPUR

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The Public Relations Bootcamp provides essential practical skills and new perspectives on press and media relations, with valuable insights and expert guidance. Seasoned industry professionals deliver invaluable insights during each session.

# PROGRAM OVERVIEW



## 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 localPR 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).

## SPEAKERS

### 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.



### DARIAN GOH

Darian Goh is a lead strategy planner for REV Media Group, part of the largest media group in Malaysia. In his 9 years with REV Media Group, 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.



### KHOO HSU CHUANG

Khoo Hsu Chuang is a financial journalist with twenty five years' experience covering financial and capital markets in KL, Singapore, Tokyo, HK and London working for The Edge Communications, Bloomberg LP, Thomson-Reuters Plc and BFM Radio in print, newswire and radio/TV broadcast / web formats. He has been a Contributing Editor with The Edge, a columnist for Focus Malaysia newspaper and a co-host with BFM Radio, having also spent nine years in corporate governance advocacy as an analyst at the shareholder activist firm, the Minority Shareholders Watchdog Group. He has trained Chairmen, CEOs, directors and senior management teams of PLCs, MNCs and large private firms in media- and crisis communications since 2006. He has a podcast on YouTube and Spotify, entitled 'Do More - Take Charge Of Your Life', where he interviews Malaysian and regional leaders on Entrepreneurship, Investment and Leadership.





# 5 REASONS WHY WE ARE EXPERTS



Our trainers are journalists, editors and experienced PR consultants. They are exactly the people whom you would want to learn media relations from! Why learn from others when you can get juiciest tips from the horse's mouth!

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



Our training methodology is highly interactive, effective and result-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?

MAS IDAYU CHE'MAN  
MANAGER, PUBLIC RELATIONS & COMMUNICATION  
VENTURETEC



This year's PR Bootcamp was well-organized and enriched my understanding of PR. The sessions on Digital PR, Crisis Communications, and Media Relations were informative and practical. The knowledge and skills gained have left a lasting impact on my professional development. Thank you Intellectasia for providing such a valuable learning opportunity.

# 5 REASONS WHY WE ARE EXPERTS



ANDREA TOMMY JOK  
GRADUATE ANALYST, CORPORATE COMMUNICATIONS  
PETROLEUM SARAWAK BERHAD



My overall experience at the recent PR bootcamp was a fun one. Everyone was very supportive with the speakers being very interactive and engaging with us. Learned a lot from the brief 3 days, especially since I was one of the youngest there and had the least amount of experience.

# REGISTRATION FORM

**COURSE TITLE :** Public Relations Bootcamp 2025

**DATES / DAYS :** 22, 23, 24 July 2025

**( Tuesday, Wednesday, Thursday)**

**TIME:** 9.00 am – 5.00 pm

**Venue :** Bangunan AICB KUALA LUMPUR

FEE STRUCTURE PER PERSON (excluding 8% SST)

	Course	Price (RM)	Code
Day 1	Digital PR	1800	DPR
Day 2	Crisis Communications	1800	CC
Day 3	Media Relations	1800	MR
<b>I Want All (3 Days Program)</b>		<del>5400</del> <b>5200</b>	<b>PRBT</b>

Closing date for registration : 14 July 2025

Group Discount ( 3 or more participants from the same organization ) - 15%

**Early Bird (10%)  
till 31 May 2025**

## TERMS & CONDITIONS :

1. This workshop is HRDF Claimable
2. Only one discount applies.
3. Please contact us if you do not receive the Confirmation letter and Invoice via email, one week prior to the event.
4. Registrants who cancel less than seven business days prior to the course date, are subject to a service charge equal to 50% of the course fee

## PAYMENT METHOD :

### A. Cheque

Please make the cheque payable to 'Newsroom Solutions Sdn. Bhd.'

### B. Bank Transfer

**Account Name :** Newsroom Solutions Sdn. Bhd.

**Account Number :** 8007 389 334

**Bank :** CIMB Bank Berhad

**Branch :** The Curve, Damansara

Please email/WhatsApp the transfer slip along with the registration form to: diljit@intelectasia.com or +6012-254 1755

Hi! I'm Diljit, the program coordinator. Get in touch with me to register or to get any additional information. See you at PR Bootcamp 2025

## HOW TO REGISTER ?

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

### A. ONLINE REGISTRATION

Simply visit our website [www.intelectasia.com](http://www.intelectasia.com), go to the registration form. Fill in your details and our training team will get in touch with you within three (3) working days.

### B. HARDCOPY

Fill in your details below and Whatsapp the form (take a picture) to +6012-254 1755 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)	<b>DPR</b>	<b>CC</b>	<b>MR</b>	<b>PRBT</b>

PARTICIPANT(S)				
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COURSE CODE (Please Tick)	<b>DPR</b>	<b>CC</b>	<b>MR</b>	<b>PRBT</b>

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DESIGNATION				
EMAIL				
COURSE CODE (Please Tick)	<b>DPR</b>	<b>CC</b>	<b>MR</b>	<b>PRBT</b>



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