



# SPOKESPERSON MEDIA TRAINING

*STRATEGIES & TIPS TO DELIVER POWERFUL MESSAGES*

Presented By:



**SUPERNEWSROOM AI**

“ 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)**

# ABOUT INTELECTASIA

intelectasia™  
GOLD AWARD  
FOR PUBLIC RELATIONS EXCELLENCE AWARDS

  
SUPERNEWSROOM AI



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 (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”

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

# THE TEAM



## MANMINDER KAUR DHILLON

Manminder Kaur Dhillon is an award-winning PR practitioner. She is the founder and CEO of Intelectasia and Supernewsroom.AI. She is the author of Public Relations for Startups, The Ultimate Playbook and was recently recognised as the Top Ten Women in Branding (Asia) by Women Entrepreneur Magazine. Manminder has won the Marketing Excellence Award in Public Relations (Gold Award) and Vikingcubator Best Media Tech Startup for Supernewsroom.

She also provides public relations consultancy to billion-ringgit conglomerates, GLCs and the private sector. Manminder is Malaysia's top PR trainer, having trained hundreds of CEOs and public relations professionals locally and internationally. Her forte is in crisis communications, digital PR and media relations. Some of the organisations that Manminder has trained includes: Petronas Dagangan Malaysia, Novartis, Shell Malaysia, Malaysia Healthcare Travel Council, F&N Malaysia, Perbadanan Insurans Deposit Malaysia (PIDM), Cenviro, MINDEF, PDRM, Etiqa and more. Manminder was a former journalist with Astro Awani and holds a Masters in Corporate in Communications.

## 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.



### 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.



### 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.



### 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

# 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/Podcast Interviews
- ✓ **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

“

“Learnt so much than I expected”

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**ADELINE ABDUL GHANI**  
**KETUA PERHUBUNGAN AWAM**  
**GLENEAGLES KUALA LUMPUR**



## Advanced Media Training Courses

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

## WORKSHOP FEE



### 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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