

# Media Relation 101

“Raising the media profile to gain recognition and reputation”

## Introduction

People now expect companies and organisations to be more accountable for promises made. Serious objectives drive organisational communications, whether to increase awareness, improve reputation and trust, create a point of difference, educate, reassure, inform, or persuade.

## Objectives

By the end of the session, you would be able to:

- Understand the importance and principles of media relations.
- Understand how to put in place a media strategy around your objectives and improve communications delivery.
- Build proactive relationships with print and electronic media.
- Understand and identify newsworthy topics.
- Generate media coverage that helps your organisation achieve goals and objectives.
- Deal effectively with media in interviews and Q&A situations.

## Learning Methodology

The course will be delivered through a combination of Metaphoric and Learning-By-Doing approach, where as the participants will be going through various simulation scenarios which interact with the subject itself. At each stage, the participants will need to exercise the skills that been taught and practice them to self-develop their level of skills.

Active learning activities are included to allow participants to engage actively in the learning process. Besides that, leading the participants through these activities will enable better understanding on the concepts. The active learning activities are such as:

- Hands-on exercises
- Group discussions
- Case studies
- Interactive storytelling
- Commentary on other companies / industries

## Who Should Attend

Corporate Communication / Public Relation / Marketing / Sales Executives, Managers, General Managers, CEO and any personnel who need to make effective use of the media to promote a positive image of their organisation.

## Program Outline

### Module 1: Introduction to Public & Media Relations

This session explains the long-haul benefits of good media and public relations. During this session, a clear cut working definition of media relations and what it can do for your organisation.

### Module 2: The Job of the Media

What journalists consider “news.”; What journalists need from you and your organization; How journalists view stories; The ground rules you must know.

### Module 3: Developing Your Message and Writing a News Release

How do you write a press release; What should it say; Identifying your key message and shaping your approach/argument; Developing a news ‘hook’ and a compelling ‘lead.’; Creating a memorable sound-bite or quote; Writing quotes with panache; What to say in each paragraph - a ‘step-by-step’ guide.

### Module 4: Press Release Presentation and Distribution

How to design and layout a press release; Sources of reference for journalists—and how to use them; How to target press releases and ‘get through’ to particular journalists.

### Module 5: Preparing for Interview

Knowing your audience; Creating your own personal profile; Understanding the interviewer’s perspective; Does the reporter have a hidden agenda; Can you control the interview process; What are the rules of engagement; Will you be misquoted; Will the reporter understand the issues; What about your mannerism/body language.

### Module 6: Dealing with Questions

Managing interviewer’s expectations; how to think on your feet and stay calm under pressure; how to avoid journalist ‘traps’ or ‘trick’ questions; Dealing with difficult questions - and how to keep “on message”.

### Module 7: Managing Different Types of Interview

Print journalist interview and telephone or face-to-face interviews.

### Module 8: Managing the Interview Effectively

Dealing with different types of questions and how to present a positive response; Getting your message across effectively in a restricted time.

## The Expert Profile

**David** has 30 years’ experience in public relations, corporate and marketing communications, and corporate training; providing “best practice” solutions to achieve communications and training objectives for national and international organizations.

His communications management skills and experience vary across a wide range of disciplines, from corporate identity to brand-building and product preference; stakeholder communications and thought leadership to perception and reputation management, for national and international companies, and for government departments and public sector organizations.

**David** has worked as a senior consultant with the world’s two largest public relations and marketing communications consultancies, as a senior international manager for leading business publisher Dow Jones & Co. – publishers of the Wall St. Journal, and in-house and as an external consultant to more than 20 Fortune 500 multinational firms in the U.S., Europe, and Asia-Pacific, including Malaysia.

As a trainer, **David** specializes in corporate and strategic planning, leadership, management, marketing, and communications.

**David** has facilitated in-house planning retreats for multinational clients and advised on their planning and communications needs.

Many of **David’s** training sessions heavily feature group participation activities, case studies, and practical examples. His vision is to create passion in individuals and teams in organizations and to partner with them in achieving their potential with less stress. He has recent training experience for INTAN (KL), CMM (Sarawak), and as consulting editor to Business Today, one of Malaysia’s two established monthly business magazines. He has also conducted high-level talks on Mass Communications, PR & Social Media at INTAN (primarily for the Prime Minister’s Dept.), the Ministry of Information, Iiu, UiTM, and the Social Media & Blogger Conference 2010. He is a member of the Institute of Public Relations (UK), the Institute of Public Relations Malaysia, and the Malaysian International Chamber of Commerce and Industries (MICCI). He regularly speaks on communications topics to business and academic audiences, writes guest articles on communications for business publications, and is currently working on a contribution to a new book on Public Relations in Malaysia. He holds a degree in Social Sciences from Caledonian University in Scotland, with studies in Economics, Sociology, Psychology, Politics, and Economic & Social History. His Politics tutor was UK Prime Minister, Gordon Brown.



# Media Relation 101

"Raising the media profile to gain recognition and reputation"



**Workshop** \*Fees includes workshop materials, refreshment, lunch and certificate of attendance but excludes Bank charges & VAT per payment

Session	Date	Location	Normal Fees	Early-Bird Due Date
	<input type="checkbox"/> 16-17 Feb 2012	Grand Dorsett Subang Hotel, Selangor	RM 1590	20 Jan 2012
Discount	Early Bird Registration <input type="checkbox"/> 5%			
	Group Registration <input type="checkbox"/> 3 or more at 5% off <input type="checkbox"/> 5 or more at 7% off <input type="checkbox"/> 8 or more at 10% off			

## Schedule

08:30 Registration  
09:00 Workshop Begins  
10:30 Coffee & Networking  
10:45 Workshop Resumes  
13:00 Networking Luncheon  
14:00 Workshop Resumes  
15:30 Coffee & Networking  
15:45 Workshop Resumes  
17:00 Workshop Ends

## Organization Details

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

## Participant Details

Name	Job Title	Email	Direct Line
1.			
2.			
3.			

## The invoice should be directed to

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Email \_\_\_\_\_ Direct Line \_\_\_\_\_

## Authorising Manager's Details

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Email \_\_\_\_\_ Direct Line \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*The booking is invalid without a signature.

After complete this form,  
please fax it to (603) 40235716

**CANCELLATION & SUBSTITUTIONS:** This registration may only be cancelled in writing not later than two weeks before the workshop begins. The booking may not be cancelled nor any fees refunded thereafter. A substitute may be named at any time before the workshop begins.

**HOTEL ACCOMMODATION:** Accommodation is not included in the workshop fees. To enjoy privileged room rates, please contact us and let us know your accommodation's arrangement.

For more information on the hotel, please visit [http://www.gin-my.com/contact\\_us](http://www.gin-my.com/contact_us)

**NOTE:** It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participant of the change. Global Intelligence Network should not hold liable for any cost arising from this change.

**PAYMENTS:** An invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event in order to be eligible for attending. Walk-in delegates with payment will be admitted on a space available basis. Payment may be made via cross cheque / bank draft / electronic transfer, made in favour of:

Global Intelligence Network (M) Sdn Bhd  
268-2-1, Wisma Mutiara Genting,  
Jalan Ayer Jerneh Off Jalan Genting Kelang,  
53300 Setapak, Kuala Lumpur,  
Malaysia.

Details for Telegraphic Transfer:  
Bank: RHB Bank  
Branch: Setapak, Kuala Lumpur  
A/C No: 26405800003737  
Swift Code: RHBBMYKL

For electronic transfer, Please email / fax your transaction slip to us as proof of payment.



Global Intelligence Network (M) Sdn Bhd,  
260-2-2 Wisma Mutiara Genting,  
Jalan Ayer Jerneh off Jalan Genting Kelang,  
53300 Kuala Lumpur, Malaysia.

Tel: (603) 40216000  
Fax: (603) 40235716  
Email: admin@gin-my.com  
Website: <http://www.gin-my.com>

HRDF SBL  
Scheme Claimable

Satisfaction  
Guaranteed

Certificate of Completion  
Awarded by GIN

Certificate of Completion Awarded by  
Millenium International University  
(State of Delaware, USA)