

EFFECTIVE WRITING WORKSHOP
5 - 6 June 2014
Baiduri Berlian Room, Hotel Istana, Kuala Lumpur

PROGRAMME

Thursday, 5 June 2014

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|----------------|---|--|
| 8.30 am | - | Registration of Participants |
| 9.00 am | - | Introduction to the Course
By: Ms B.K Sidhu
Senior Editor, Business, The Star
<i>(The Trainer)</i> |
| 9.15 am | - | Session 1: English Language
- Using correct tenses
- Ambiguities |
| 10.00 am | - | Tea Break |
| 10.30 am | - | Session 2: Planning Effective Media Releases & Letter-to-Editors |
| 12.30 pm | - | Lunch/Zuhur Prayer |
| 2.00 pm | - | Session 3: Planning Effective Media Releases & Letter-to-Editors (Continued) |
| 3.15 pm | - | Tea Break |
| 3.30 – 5.00 pm | - | Session 4: Pitching Stories to National Medias/New Media |

Friday, 6 June 2014

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| 9.00 am | - | Session 5: Crisis Management |
| 10.00 am | - | Tea Break |
| 10.15am | - | Session 6: The Good, Bad & Ugly Press Releases |
| 12.30 pm | - | Lunch/Zuhur Prayer |
| 2.00 pm | - | Session 7: Writing Exercises/Evaluation |
| 3.30 pm | - | Tea Break |
| 3.45 pm | - | Session 8: Writing Exercises/Evaluation |
| 4.45 pm | - | Certificates Presentation and Conclusion Remarks |
| 5.00 pm | - | Course Ends |