



EFFECTIVE WRITING WORKSHOP

**27-28
FEB 2018**

**PETALING JAYA /
KUALA LUMPUR**

**MEDIUM OF
INSTRUCTION**

English

FEE : PER PAX

RM2,200

(Inclusive of meals, training materials,
Media Guide 2017/2018, certificate of attendance,
seminar bag & etc)



WHO SHOULD PARTICIPATE?



Public Relations Managers, Officers and Personnel



Media Officers



Press Secretaries



Company Executives



Graduate Students



CONTENTS & SYLLABUS



English Language

Using correct tenses

Ambiguities



Planning Effective Media Releases & Letter-to-Editors



Pitching Stories to National Media / News Media



Crisis Management



The Good, Bad & Ugly Press Releases



Writing Exercises / Evaluation



SPEAKER

/ TRAINER



Ms. B.K Sidhu

She is Senior Editor, Business, The Star and her career in journalism spans over an 18-years period.

She focuses on financial reporting, and also has experience in handling the media, engaging and training of spokespersons and organizing events.

During her 18 years in journalism, she has interviewed countless local and foreign CEOs and specialized in several sectoral reporting.

She holds a Masters of Arts (Communication Management) from the University of South Australia.

She won the DiGi Journalist of the Year award in 2004 and in the same year won the Best English Newspaper Article category.

EFFECTIVE WRITING WORKSHOP 27-28 FEBRUARY 2018 SALES CONTRACT

PARTICIPANTS INFORMATION

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01

Name
Email
Designation
Department

H/P No
Office (Direct Line)
Vegetarian Yes No

02

Name
Email
Designation
Department

H/P No
Office (Direct Line)
Vegetarian Yes No

03

Name
Email
Designation
Department

H/P No
Office (Direct Line)
Vegetarian Yes No

04

Name
Email
Designation
Department

H/P No
Office (Direct Line)
Vegetarian Yes No

WORKSHOP FEE

- RM 2,200 / PAX
- Group registration for 2 pax and above will be entitled for 5% discount.

MODE OF PAYMENT

Cheque or bank draft in favour of

Malaysian Press Institute
2945, Jalan Bukit Ledang,
Off Jalan Tuanku Abdul Halim
50490 Kuala Lumpur

Payment Via :

- Cheque by post / courier
- Tele-Transfer
- Deposit into Our Account

MAYBANK ISLAMIC BERHAD
5648 0100 4994

VENUE

- Petaling Jaya / Kuala Lumpur

COMPANY INFORMATION

Company
Address
HR Name
HR Contact

Tel
Email
Fax

SIGNATURE COMPANY / STAMP

CONTACT DETAILS

Pn Fiza : 03-2095 2013 / 14
Fax : 03-2095 2015
Email : norhafiza_mpi@yahoo.com
trainingmpi2945@gmail.com
Website : www.mpi.my

Malaysian Press Institute
2945, Jalan Bukit Ledang,
Off Jalan Tuanku Abdul Halim
50490 Kuala Lumpur

TERMS AND CONDITIONS

1. Course fees include course materials and refreshments unless otherwise stated.
2. **Payment Terms.** Once a completed registration form is received by MPI, an invoice will be issued. Payment must be made within seven (7) days from the date the invoice is issued. Full payment must be received prior to the event date. MPI reserves the right to deny admittance to an event if full payment has not been made. Companies that intend to make payments after the event are required to submit a Letter of Undertaking as payment guarantee. Certificate of attendance to the event will be awarded only after payment is received.
3. **Cancellations and Substitutions.** All cancellations must be made in writing at least 14 days prior to the event date. No refunds will be available following a cancellation. This also applies to no show on the training day. But if last minute cancellation (on the training day), 30% of the registration fee will be chargeable to each participant. Notification of cancellation or replacement must be made in writing via email / fax and acknowledged by MPI. However, if full payment had been made, the payment will be credited towards rescheduled dates or to a future MPI event. MPI reserves the right to charge all hotel booking fees to the client as the result of cancellation. Substitutions are always welcome at no extra charges. Substitutions of participants must be made at least one (1) working day before the event date.
4. **Note.** MPI reserves the right to cancel, postpone, or alter the advertised programmes at any time. MPI will not be held liable for any costs or liabilities incurred by clients as a result of change of date / programme / venue. Should a cancellation of an event by MPI occur, the event will be fully refundable.
5. **Money Back Guarantee.** The decision on refund amounts is subjected to the sole discretion of MPI's management.
6. **Copyright.** Distribution, republication and duplication of all contents and materials provided and distributed by MPI are strictly prohibited.
7. **Incorrect Mailing Information.** Should mailing information or company details be incorrect or inaccurate, please contact us immediately.
8. **Disclaimer.** Upon submission of this registration form, client acknowledges that he / she has read and accepted all the terms and conditions as listed above.