

# MEDIA RELATIONS TRAINING



18 - 19 September 2019  
Cyberjaya / Putrajaya



## **Medium of Instruction :**

English & Bahasa



## **Fee: RM2,500 p/person**

[Inclusive of Meals, Training Materials, Certificate of Participation, Seminar Bag, Media Relations Handbook & hands on practice of TV interview techniques']

*MPI is a Training Provider registered with Human Resources Development Fund (HRDF)  
with registration number TP10001678*

# WHO SHOULD Participate ?

- ☞ CEO, Managing Director, GM, Communications Head
- ☞ Corporate Communications Manager/Executive/Officer
- ☞ Public Relations Manager/Executive/Officer
- ☞ Marketing Executive
- ☞ NGOs/Academician/Graduate Student

## SPEAKERS / Trainers

### **YUSANANI YUSHAK**



Yusanani Yushak was an experienced and award winning broadcast journalist and news anchor. She works for TV3 for more than 10 years and dealing with camera was her cup of tea. She was also a presentation consultant with Ministry of Information for a year.

At TV3 she was the news anchor for Buletin Utama, she hosted Majalah 3, Jendela Dunia and was the Coordinating Producer of a regional talk show called IN CONVERSATION involving four Asean TV stations.

In recognition of her TV journalistic work she has won numerous awards internally and externally. She was the recipient of the Hadiah Kewartawanan Malaysia MPI – Petronas in year 2000 for her work on “Globalisation”.

### **SUHAIMI SULAIMAN**



Suhaimi Sulaiman is one of Malaysia’s top TV personalities. With more than 24 years of experience as producer, broadcast journalist, anchor and content strategist, Suhaimi played a major role in building the “Astro Awani 24/7 news” brand.

Suhaimi has provided media trainings and strategic communications advice to the top management teams of multinational companies, public listed companies, opinion leaders, politicians and organizations in the public sector.

Suhaimi’s efforts to transform AWANI from predominantly TV based to online and mobile did not go unnoticed. He was awarded The MPI-PETRONAS Special Jury Award for Leadership in Journalism by the Malaysian Press Institute in April 2019.

# MODULE & Workshop Overview

## DAY 1 : FACING THE CAMERA

- 💡 The Interview
- 💡 Credibility and Authority
- 💡 Interview Preparation
- 💡 Before the Interview
- 💡 Attire
- 💡 Functions of color
- 💡 During the Interview
- 💡 Verbal Communication
- 💡 Speed
- 💡 Pause
- 💡 Projection
- 💡 Camera VS Interviewee
- 💡 SCP (Single Camera Production)
- 💡 MCP (Multiple Camera Production)

## DAY 2 : MEDIA RELATIONS

- 💡 What is NEWS?
- 💡 Establishing a Lasting Relationship with the Media
- 💡 Preparing attention grabbing Press Releases
- 💡 Media Invitations – Hook the Media in!
- 💡 What is Crisis Communications?
- 💡 Case Studies
- 💡 Crisis Communications and the Media
- 💡 Mock Press Conference

# MEDIA RELATIONS TRAINING

## 18- 19 SEPTEMBER 2019

### SALES CONTRACT



#### PARTICIPANTS INFORMATION

<b>01</b>	Name Email Designation Department	H/P No Office (Direct Line) Vegetarian _ Yes _ No
<b>02</b>	Name Email Designation Department	H/P No Office (Direct Line) Vegetarian _ Yes _ No
<b>03</b>	Name Email Designation Department	H/P No Office (Direct Line) Vegetarian _ Yes _ No
<b>04</b>	Name Email Designation Department	H/P No Office (Direct Line) Vegetarian _ Yes _ No

#### WORKSHOP FEE

- o RM 2,500 / PAX
- o Group registration for 2 pax and above will be entitled for 5% discount.

#### MODE OF PAYMENT

- o Cheque or bank draft in favor of

**Malaysian Press Institute**  
C2-3, Radius Business Park  
Jalan Radius 1/1C, Cyber 4  
63000 Cyberjaya

Payment Via :

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

MAYBANK ISLAMIC BERHAD  
5648 0100 4994

#### VENUE

- o Cyberjaya / Putrajaya

#### COMPANY INFORMATION

Company	Tel
Address	Email
HR Name	Fax
HR Contact	

SIGNATURE COMPANY / STAMP

#### CONTACT DETAILS

Puan Fiza / Puan Ambia  
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trainingmpi2945@gmail.com

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63000 Cyberjaya  
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#### 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 deserves 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. Notice 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 deserves 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 programs at any time. MPI will not be held liable for any costs or liabilities incurred by clients as a result of change of date / program / 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.
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