

**MPI MEDIA RELATIONS TRAINING
10TH – 12TH JUNE 2014
ISTANA HOTEL, KUALA LUMPUR**

PROGRAMME

10 JUNE 2014 (TUESDAY)

- 8.30 a.m - Registration of Participants
- 9.00 a.m - Introduction to the Course
By: Puan Maimunah Abd. Rashid
(Moderator of the Course)
- 9.15 A.M - Keynote Address: Journalism and Public Relations – Perception and Belief
By: YBhg. Datin Wan Norhiyati Wan Ibrahim
PR Counsellor, Mae Public Relations Sdn. Bhd
- 10.00 a.m - Tea Break
- 10.30 a.m - Session 1: News Room Scenario: Print, TV & Online Journalism
Speakers: Mr. T. Selva
Senior Consulting Editor, The STAR

Encik Suhaimi Sulaiman
Group Editor-in-Chief, Astro AWANI

Encik Jahabar Sadiq
CEO / Editor, The Malaysian Insider
- 12.30 p.m - Lunch / Zuhur Prayer
- 2.00 p.m - Session 2: Video and Visual Communication
Speaker: Puan Yusanani Yushak
Former TV3, News Anchor
- 3.15 p.m - Tea Break
- 3.30 - 5.00 p.m - Session 3: Video and Visual Communication – Studio Interview
(Practical)
Facilitator: Puan Yusanani Yushak

11 JUNE 2014 (WEDNESDAY)

- 9.00 a.m - Session 4: Being an Effective Spokespersons
Speaker: YBhg. Dr. Haslina Halim
Senior Lecturer Communication, UUM
- 10.30 a.m - Tea Break
- 10.45 a.m - Sesion 5: Do's and Do Not's when Facing the Reporters for Successful Publicity and Enhancing Positive Relationship
Speaker: YBhg. Datuk Ahmad A. Talib
Group Advisor, CSR, Media Prima Berhad
- 12.30 p.m - Lunch / Zuhur Prayer
- 2.00 p.m - Session 6: Crisis Management – Strategizing Handling the Media
Spekar: Mr. T. Selva
Senior Consulting Editor, The STAR
- 3.15 p.m - Tea Break
- 3.30 - 5.00 p.m - Session 7: Crisis Management – Case Study
Facilitator: Mr. T. Selva

12 JUNE 2014 (THURSDAY)

- 9.00 a.m - Session 8: Preparing Clients for Debate and Managing Press Conference: Media & PR Perspectives
Speakers: Ms. BK Sidhu
Senior Editor, Business, The Star
YBhg. Datin Wan Norhiyati Wan Ibrahim
PR Counsellor, Mae Public Relations Sdn. Bhd
- 10.30 a.m - Tea Break
- 10.45 a.m - Session 9: Press Conference – Practical and Evaluations
Facilitator: Ms. BK Sidhu
- 12.30 p.m - Lunch / Zuhur Prayer

- 2.00 p.m - Session 10: Planning Effective Media Release, Letter-to-Editors and Pitching Stories to National Medias
- Speaker: Ms. BK Sidhu
Senior Editor, Business, The Star
- 3.15 p.m - Tea Break
- 3.30 p.m - Session 11: Writing Exercise / Evaluation
Facilitator: Ms. BK Sidhu
- 4.45 p.m - Certificates Presentation and Conclusion Remarks
- 5.00 pm - Course Ends