



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Date:

16 Jan 2012
30 Apr 2012

Course Fees:
S\$480.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

How to Get Your Story in the News

Why You Should Attend This Course:

The local media scene is in a state of flux. New channels keep popping up. Others are dropping out. As media competition heats up, corporations are being pressured to splurge on advertising so as to be heard in the crowded media marketplace. How then do corporations that wish to get into the news via the editorial route cope? This course will provide a right mix of essential background information on the latest media trends in Singapore and the “do’s and don’ts” when trying to interest editors and journalists with your announcements and good news stories.

Learning Outcome:

- Know how to effectively employ media publicity
- Understand how to package your news
- Target the right media

Course Outline:

- An overview of the changing media landscape in Singapore
- How different media sees news differently
- How to package your news according to the needs of your targeted media
- The importance of timing in the breaking of news
- What to do if your Plan A fails? Having a contingency plan
- How to craft a Media Advisory
- How to pitch a story to a news editor – over the phone, via email or face-to-face

Who Can Benefit?

- Corporate communications and marketing communications professionals
- Managers and executives who need to work with the media
- Anyone who’s interested in how the media decides what is news and what’s not

Trainer’s Profile:

Robert Conceicao is an Accredited Member (AMIPRS) and Council Member of the Institute of Public Relations of Singapore (IPRS). With over 20 years experience in PR, Journalism and Marketing, Robert has worked in both the public and private sectors. He is the founder of two boutique PR consultancies – Epiphany PR and Majic Communications and is a Director in the latter.

He has led successful account-servicing teams for a range of international and local clients from the aerospace, IT, healthcare, education, sports, retail, arts and “not-for-profit” sectors. Robert is a lecturer with both IPRS’ Diploma and Professional Certificate programmes as well as with Marketing Institute of Singapore.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

How to Get Your Story in the News

16 Jan 2012

S\$480 (subject to 7% GST)

30 Apr 2012

Includes lunch & refreshments

(9.00am to 5.00pm)

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

**FOR COURSE
ENQUIRIES**

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