



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Date:
16–17 Jan 2012
16–17 Apr 2012

Course Fees:
S\$780.00

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

Managing Media Relations

How to achieve Effective Media Relations for Organisational Success

Why You Should Attend This Course:

This two-day course is designed to help Managers and Executives understand the principles of effective organisational communication. Participants will be introduced to communication strategies and tools such as writing press releases, preparing press kits, organising a press conference, and dealing with media interviews. The interactive workshop will also provide useful tips on how to establish and enhance an organisation's responsiveness to the media and how to maintain good relations with media representatives and organisations.

Learning Outcome:

- Understand the principles of public relations and effective media relations.
- Develop communication tools such as press releases and press kits to support publicity programs.
- Organise and manage press conferences to achieve maximum results.
- Deal with the media in interview and Q & A situations.

Course Outline:

- An overview of Public Relations and the media
- Why organisations need to establish good media relations
- Media releases – Their purpose and content
- Types of media releases
- How to write a media release
- Group exercise on identifying key elements for press release
- Discussion of findings and summary of learning points
- How to write a backgrounder
- Elements of a fact sheet
- Individual exercise on writing a media release
- Discussion of learning points from written assignment (Media Release)
- Submission of assignment on fact sheet and backgrounder
- Organising a press conference
- Group exercise in preparation of a check list for press conference
- Discussion of learning points
- Dealing with media interviews
- Preparation of content and research
- Anticipating questions
- Preparing visuals and supporting documents
- Preparing the interviewee (visual and verbal communication)
- Follow up with the media

Who Can Benefit?

- Those who are interested in harnessing the power of public relations to better achieve organisational goals.
- Managers/Executives who need to establish and maintain effective media relations.
- Those who need to gain a better understanding of PR tools like press releases, press kits and press conferences.
- Those who wish to learn how to handle media interviews to achieve positive results.

Trainer's Profile:

James Suresh is a multi-talented trainer and author. He has over 15 years of training experience. The co-creator of Singapore's comic icon 'Mr. Kiasu', James has written comic books as well as authored books on his military experience.

James also develops creative concepts and writes scripts for various media. James has been featured on news radio in the 'Positive Business Minutes' series. James specialises in Public Relations, Creative Thinking, Interpersonal Skills, Emotional Intelligence and Wellness.

James is an accredited PR practitioner, a certified FISH trainer as well as an EQ Trainer with Six Seconds Inc (USA).

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!

Managing Media Relations <input type="checkbox"/> 16–17 Jan 2012 <input type="checkbox"/> 16–17 Apr 2012 (9.00am to 5.00pm) S\$780 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
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.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

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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