

HANDLING THE MEDIA

WHEN THINGS GO

Wrong

IN YOUR BUSINESS

14 MARCH 2012, WEDNESDAY | 6.30PM - 9.00PM

@ MIS EXECUTIVE CLUB

(51 Anson Road, Anson Centre, #03-53, S079904)

MEMBER: \$20 | PARTNER: \$30 | NON-MEMBER: \$35 |

PUBLIC TERTIARY INSTITUTION STUDENT*: \$10

*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

Free entry for all
MIS Members when
they register with
2 non-MIS Members.

COMPLIMENTARY
FOR ALL MIS STUDENTS!

Why do so many business leaders make mistakes when speaking to the media?

- ✓ The secrets of responding to the media effectively when things go wrong.
- ✓ Case studies: how businesses have responded to a crisis well and not so well.
- ✓ Formula for creating a media message when things go wrong.
- ✓ Writing press statements in response to a crisis in your business.
- ✓ Role-play crisis press conferences.



PAUL CARR, FOUNDER & CEO, PAUL CARR CONSULTANCY

Paul Carr (B.Ed. Diploma of Teaching, Certificate of Leadership Skills, Certificate of Broadcasting) is a respected corporate communications consultant whose extensive experience in the media and background in education spans 20 years. For eight years Paul worked as a Senior News Presenter / Journalist with the Australian Broadcasting Corporation in Sydney. He currently works as a weekend presenter on Mediacorp's GOLD 90FM in Singapore and before that was a Presenter with NewsRadio 938 (now 938LIVE). Paul's background in education allows him to impart his insights in ways that are creative, useful and easy to understand. Paul is also one of Singapore's most popular voice-over talents. Paul's voice was used by Singapore in its pitch video to the International Olympic Committee to secure the inaugural 2010 Youth Olympic Games!



Registration Form

Marketing Guru Talk

Registration Fees:

MIS Member : \$20 Non member : S\$35
MIS Partner : \$30 MIS Student: Complimentary
Public Tertiary Institution Student: \$10



Event: Handling the Media When Things Go Wrong in Your Business on 14 March 2012

Participant(s) Information

Name of Delegates/NRIC	Designation	Email:	Contact No:
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

MIS Corporate Member No: _____

MIS Membership No: _____ MIS Student Non Member

Address : _____
_____ Postal Code _____

Company: _____

Contact Person: _____

Contact No: _____ (O) _____ (HP)

You may submit your registration form via fax: 6327 9741, email: membership@mis.org.sg

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (Attn: **Wendy Ching**)

For more information, you may contact: Huiling/Wendy/Ariane @ 6327 7593/ 592/ 591

Method of Payment

Total Amount Payable: \$ _____ (Please make payment before the event)

Cheque No: _____ Bank Name: _____

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card : AMEX MasterCard VISA

Cardholder's Name: _____

Issuing Bank : _____

Card No: _____ CVV No: _____

Expiry Date : _____ (MM/YY)

Signature : _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____