

# NEWSLETTERS: How to Publish Effective Newsletters & Manage the Process Successfully

## CONTENT :

- How to design Newsletters that are cost effective and readership appeal.
- Formats and Templates for effective writing and reading.
- How to sustain the Publication process.
- Do's and Don'ts in writing techniques.
- Pointers for on-line Newsletters.
- Techniques for securing articles supply from sources.

## PROGRAM FEE:

RM 1,800 per pax.

10% Discount for IPRM Members.

10% Discount for Group registration (minimum 5 pax per Organization)

## DURATION :

25 & 26 February 2016  
28 & 29 April 2016  
25 & 26 August 2016  
27 & 28 October 2016  
29 & 30 December 2016

2 Days (Thursday & Friday)

## RECOMMENDED FOR :

- PR & HR Departments
- Officers / Executives
- Assistant Managers / Managers
- Editorial Team Members

## PER SESSION :

Maximum 10 pax per Session for best results.

## METHODOLOGY:

- Lectures
- Workshop
- Q & A
- Review of existing Newsletters of Participants' Organizations.

## RECOGNITION :

*Certificate of Participation* awarded by Institute of Public Relations Malaysia – a national professional body since 1962

## VENUE:

IPRM Training Centre,  
KKMM Kompleks, Presint  
4, 62100 PUTRAJAYA

Contact :

+603-8911 7406

This is a Tested and Proven Module that has been offered to numerous organizations in Malaysia, Bhutan and Brunei. The Facilitator is a veteran Accredited Public Relations professional and a Distinguished Fellow of the national Institute of Public Relations Malaysia (IPRM) who has extensive Training and Consulting experience in Malaysia and in over 16 countries.

PLEASE WRITE-IN TO REGISTER YOUR ENROLMENT VIA EMAIL TO:

info@iprm.org.my with a copy mailed to jdlovrenciar@yahoo.com

# MEDIA RELATIONS: Managing Media Relations and Press Conferences

## CONTENT :

- Sustaining positive and effective working relations with the print and electronic media.
- Understanding the media mindset. Media priorities and mechanisms.
- Do's and Don'ts in dealing with the media on and off the job.
- Handling media invites.
- Managing Press Conferences & Interviews

## PROGRAM FEE:

RM 1300.00 per pax.

10% Discount for IPRM Members.

10% Discount for Group registration (minimum 5 pax per Organization)

## DURATION :

27 January 2016  
24 February 2016  
23 March 2016  
27 April 2016  
25 May 2016  
22 June 2016  
27 July 2016  
24 August 2016  
28 September 2016  
26 October 2016  
23 November 2016  
28 December 2016

1 Day (Wednesday)

## RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors
- CEOs

## PER SESSION :

Maximum 20 pax per Session for best results.

## METHODOLOGY:

- Lectures
- Role Plays
- Workshop
- Q & A

## RECOGNITION :

*Certificate of Participation* awarded by Institute of Public Relations Malaysia – a national professional body since 1962.

## VENUE:

IPRM Training Centre,  
KKMM Kompleks, Presint  
4, 62100 PUTRAJAYA

Contact :

+603-8911 7406

This is a Tested and Proven Module that has been offered to numerous organizations in Malaysia, Bhutan and Brunei. The Facilitator is a veteran Accredited Public Relations professional and a Distinguished Fellow of the national Institute of Public Relations Malaysia (IPRM) who has extensive Training and Consulting experience in Malaysia and in over 16 countries.

PLEASE WRITE-IN TO REGISTER YOUR ENROLMENT VIA EMAIL TO:

info@iprm.org.my with a copy mailed to jdlovrenciar@yahoo.com

# WRITING FOR MEDIA: How to Write Effective Releases, Rebuttals and Features

## CONTENT :

- How to plan and write guaranteed News Releases, Features, Internet Media, Television Scripts.
- Managing press rebuttals.
- Understanding media requirements.
- Review of good and bad Releases, Features, Rebuttals, Scripts.
- How to plan, organize and execute Press Conferences

## PROGRAM FEE:

RM 1,800.00 per pax.

10% Discount for IPRM Members.

10% Discount for Group registration (minimum 5 pax per Organization)

## DURATION :

28 & 29 January 2016  
24 & 25 March 2016  
26 & 27 May 2016  
28 & 29 July 2016  
29 & 30 September 2016  
24 & 25 November 2016

2 Days (Thursday & Friday)

## RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors

## PER SESSION :

Maximum 15 pax per Session for best results.

## METHODOLOGY:

- Lectures
- Workshop
- Q & A

## RECOGNITION :

*Certificate of Participation* awarded by Institute of Public Relations Malaysia – a national professional body since 1962.

## VENUE:

IPRM Training Centre,  
KKMM Kompleks, Presint  
4, 62100 PUTRAJAYA

Contact :

+603-8911 7406

This is a Tested and Proven Module that has been offered to numerous organizations in Malaysia, Bhutan and Brunei. The Facilitator is a veteran Accredited Public Relations professional and a Distinguished Fellow of the national Institute of Public Relations Malaysia (IPRM) who has extensive Training and Consulting experience in Malaysia and in over 16 countries.

PLEASE WRITE-IN TO REGISTER YOUR ENROLMENT VIA EMAIL TO:

info@iprm.org.my with a copy mailed to jdlovrenciar@yahoo.com

# **CRISIS COMMUNICATION & MANAGEMENT: Including how to Format SOPs, i.e. Crisis Manual Documentation**

## **CONTENT :**

- Understanding Crises.
- Developing a Crisis team.
- Dealing with various internal and external publics.
- Managing the media.
- Communication techniques before, during and after a Crisis.
- Developing SOPs.

## **PROGRAM FEE:**

RM 1,800.00 per pax.

10% Discount for IPRM Members.

10% Discount for Group registration (minimum 5 pax per Organization)

## **DURATION :**

11 & 12 January 2016  
8 & 9 February 2016  
7 & 8 March 2016  
11 & 12 April 2016  
9 & 10 May 2016  
13 & 14 June 2016  
11 & 12 July 2016  
8 & 9 August 2016  
12 & 13 September 2016  
10 & 11 October 2016  
7 & 8 November 2016  
12 & 13 December 2016

2 Days (Monday & Tuesday)

## **RECOMMENDED FOR :**

- PR Officers / Executives
- Managers / Directors

## **PER SESSION :**

Maximum 30 pax per Session for best results.

## **METHODOLOGY:**

- Lectures
- Workshop
- Q & A

## **RECOGNITION :**

*Certificate of Participation* awarded by Institute of Public Relations Malaysia – a national professional body since 1962.

## **VENUE:**

IPRM Training Centre,  
KKMM Kompleks, Presint  
4, 62100 PUTRAJAYA

Contact :

+603-8911 7406

This is a Tested and Proven Module that has been offered to numerous organizations in Malaysia, Bhutan and Brunei. The Facilitator is a veteran Accredited Public Relations professional and a Distinguished Fellow of the national Institute of Public Relations Malaysia (IPRM) who has extensive Training and Consulting experience in Malaysia and in over 16 countries.

PLEASE WRITE-IN TO REGISTER YOUR ENROLMENT VIA EMAIL TO:

info@iprm.org.my with a copy mailed to jdlovrenciear@yahoo.com

# EVENTS MANAGEMENT: How to Design, Develop, Implement and Manage Effective Events

## CONTENT :

- PR Tools for Event planning & management.
- Developing a Checklist.
- Resource optimization.
- Contingency development.

## PROGRAM FEE:

RM 1300.00 per pax.

10% Discount for IPRM Members.

10% Discount for Group registration (minimum 5 pax per Organization)

## DURATION :

19 January 2016  
16 February 2016  
15 March 2016  
19 April 2016  
17 May 2016  
21 June 2016  
19 July 2016  
16 August 2016  
20 September 2016  
18 October 2016  
15 November 2016  
20 December 2016

1 Day (Tuesday)

## RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors

## PER SESSION :

Maximum 30 pax per Session for best results.

## METHODOLOGY:

- Lectures
- Workshop
- Q & A

## RECOGNITION :

*Certificate of Participation* awarded by Institute of Public Relations Malaysia – a national professional body since 1962.

## VENUE:

IPRM Training Centre,  
KKMM Kompleks, Presint  
4, 62100 PUTRAJAYA

This is a Tested and Proven Module that has been offered to numerous organizations in Malaysia, Bhutan and Brunei. The Facilitator is a veteran Accredited Public Relations professional and a Distinguished Fellow of the national Institute of Public Relations Malaysia (IPRM) who has extensive Training and Consulting experience in Malaysia and in over 16 countries.

PLEASE WRITE-IN TO REGISTER YOUR ENROLMENT VIA EMAIL TO:

info@iprm.org.my with a copy mailed to jdlovrenciar@yahoo.com