

# 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:

1500MYR NON MEMBER

1400MYR MEMBER

## DURATION :

1 Day (Wednesday)

4<sup>th</sup> January 2017

8<sup>th</sup> February 2017

15<sup>th</sup> March 2017

19<sup>th</sup> April 2017

24<sup>th</sup> May 2017

28<sup>th</sup> June 2017

2<sup>nd</sup> August 2017

6<sup>th</sup> September 2017

11<sup>th</sup> October 2017

15<sup>th</sup> November 2017

20<sup>th</sup> December 2017

## 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 melisakamal@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:

1500MYR NON MEMBER

1400MYR MEMBER

## DURATION :

1 Day (Wednesday)

11<sup>th</sup> January 2017  
15<sup>th</sup> February 2017  
22<sup>nd</sup> March 2017  
26<sup>th</sup> April 2017  
31<sup>st</sup> May 2017  
5<sup>th</sup> July 2017  
9<sup>th</sup> August 2017  
13<sup>th</sup> September 2017  
18<sup>th</sup> October 2017  
22<sup>nd</sup> November 2017  
27<sup>th</sup> December 2017

## RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors
- CEOs

## PER SESSION :

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## METHODOLOGY:

- Lectures
- Role Plays
- Workshop
- Q & A

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# 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:

1500MYR NON MEMBER

1400MYR MEMBER

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1 Day (Wednesday)

18<sup>th</sup> January 2017  
 22<sup>nd</sup> February 2017  
 29<sup>th</sup> March 2017  
 3<sup>rd</sup> May 2017  
 7<sup>th</sup> June 2017  
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# **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:**

1500MYR NON MEMBER

1400MYR MEMBER

## **DURATION :**

1 Day (Wednesday)  
25<sup>th</sup> January 2017  
1<sup>st</sup> March 2017  
5<sup>th</sup> April 2017  
10<sup>th</sup> May 2017  
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- Managers / Directors

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- Q & A

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# 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:

1500MYR NON MEMBER

1400MYR MEMBER

## DURATION :

1 Day (Wednesday)

1<sup>st</sup> Feb 2017  
8<sup>th</sup> March 2017  
12<sup>th</sup> April 2017  
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