

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 (Tuesday)
16 January 2018
20 February 2018
27 March 2018
8 May 2018
26 June 2018
31 July 2018
4 September 2018
16 October 2018
4 December 2018

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 (Tuesday)
23 January 2018
27 February 2018
3 April 2018
15 May 2018
3 July 2018
7 August 2018
18 September 2018
23 October 2018
11 December 2018

RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors
- CEOs

PER SESSION :

Maximum 10 pax per Session for best results.

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

DURATION :

1 Day (Tuesday)
30 January 2018
6 March 2018
10 April 2018
5 June 2018
14 August 2018
25 September 2018
30 October 2018
18 December 2018

RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors

PER SESSION :

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METHODOLOGY:

- Lectures
- Workshop
- Q & A

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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 (Tuesday)
6 February 2018
13 March 2018
17 April 2018
12 June 2018
17 June 2018
21 August 2018
2 October 2018
13 November 2018

RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors

PER SESSION :

Maximum 10 pax per Session for best results.

METHODOLOGY:

- Lectures
- Workshop
- 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 (Tuesday)
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20 March 2018
24 April 2018
19 June 2018
24 July 2018
28 August 2018
9 October 2018
27 November 2018

RECOMMENDED FOR :

- PR Officers / Executives
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PER SESSION :

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