

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:

1800myr NON MEMBER

1700myr MEMBER

DURATION :

1 Day (Tuesday)
12 February 2019
5 March 2019
2 April 2019
2 July 2019
6 August 2019
3 September 2019
1 October 2019
5 November 2019
3 December 2019

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:

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:

1800myr NON MEMBER

1700myr MEMBER

DURATION :

1 Day (Tuesday)

19 February 2019

12 March 2019

9 April 2019

9 July 2019

13 August 2019

10 September 2019

8 October 2019

12 November 2019

13 December 2019

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

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:

1800myr NON MEMBER

1700myr MEMBER

DURATION :

1 Day (Tuesday)

26 February 2019

19 March 2019

16 April 2019

16 July 2019

20 August 2019

17 September 2019

15 October 2019

19 November 2019

17 December 2019

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

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.

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26 November 2019
24 December 2019

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

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:

1800myr NON MEMBER

1700myr MEMBER

DURATION :

1 Day (Tuesday)

29 January 2019

30 April 2019

30 July 2019

29 October 2019

31 December 2019

RECOMMENDED FOR :

- PR Officers / Executives
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