

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 1,800.00 per pax.

10% Discount for IPRM Members.

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

DURATION :

14 January 2020
3 March 2020
21 April 2020
23 June 2020
11 August 2020
29 September 2020
17 November 2020

1 Day (Tuesday)

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:

iprm.org.my@gmail.com 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 1,800.00 per pax.

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DURATION :

21 January 2020
10 March 2020
28 April 2020
30 June 2020
18 August 2020
6 October 2020
24 November 2020

1 Day (Tuesday)

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

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RM 1,800.00 per pax.

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

DURATION :

28 January 2020
17 March 2020
5 May 2020
7 July 2020
25 August 2020
13 October 2020
1 December 2020

1 Day (Tuesday)

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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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 10 pax per Organization)

DURATION :

4 February 2020
24 March 2020
12 May 2020
14 July 2020
1 September 2020
20 October 2020
8 December 2020

1 Day (Tuesday)

RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors

PER SESSION :

Maximum 20 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:

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

DURATION :

11 February 2020
31 March 2020
19 May 2020
21 July 2020
8 September 2020
27 October 2020
15 December 2020

1 Day (Tuesday)

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CORPORATE WRITING WORKSHOP

CONTENT :

- Internal Memo Writing
- Corporate Profile Writing
- Writing Message Boards for Website

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3 November 2020
22 December 2020

1 Day (Tuesday)

RECOMMENDED FOR :

- This is an intensive Writing Workshop that provides hands-on drills and techniques for those desiring to master writing skills that are demanded of public relations executives at the workplace.
- Participants are required to bring along their laptops.

PER SESSION :

Maximum 20 pax per Session for best results.

METHODOLOGY:

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SPEECH WRITING WORKSHOP

CONTENT :

- Participants will be taught the art of writing speeches for corporate leaders.
- It covers both internal and external events where corporate leaders are asked to deliver speeches
- The Module covers both formal, business and social event speeches.

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