

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 5 pax per Organization)

DURATION :

2 March 2021
6 April 2021
11 May 2021
15 June 2021
27 July 2021
14 September 2021
26 October 2021
30 November 2021

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
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.

10% Discount for IPRM Members.

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

DURATION :

9 March 2021
13 April 2021
18 May 2021
22 June 2021
3 August 2021
21 September 2021
2 November 2021
7 December 2021

1 Day (Tuesday)

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 :

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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:

RM 1,800.00 per pax.

10% Discount for IPRM Members.

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

DURATION :

16 March 2021
20 April 2021
25 May 2021
29 June 2021
17 August 2021
28 September 2021
9 November 2021
14 December 2021

1 Day (Tuesday)

RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors

PER SESSION :

Maximum 15 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 5 pax per Organization)

DURATION :

23 March 2021
27 April 2021
1 June 2021
6 July 2021
24 August 2021
5 October 2021
16 November 2021
21 December 2021

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

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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:

RM 1,800.00 per pax.

10% Discount for IPRM Members.

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

DURATION :

30 March 2021
4 May 2021
8 June 2021
13 July 2021
7 September 2021
12 October 2021
23 November 2021
28 December 2021

1 Day (Tuesday)

RECOMMENDED FOR :

- PR Officers / Executives
- Managers / Directors

PER SESSION :

Maximum 30 pax per Session for best results.

METHODOLOGY:

- Lectures
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- Q & A

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CORPORATE WRITING WORKSHOP

CONTENT :

- Internal Memo Writing
- Corporate Profile Writing
- Writing Message Boards for Website
- Do's and Don'ts in writing techniques.

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23 September 2021
21 October 2021
11 November 2021
25 November 2021
16 December 2021

1 Day (Thursday)

RECOMMENDED FOR :

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- Assistant Managers / Managers
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PER SESSION :

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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.

PROGRAM FEE:

RM 1,800.00 per pax.

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