



Media Communications Workshop

Workshop

Date: 6th October 2009

Venue: ATCEN Learning Center, Damansara Perdana, P.J

Organized By: **ATCEN**™ ACADEMY

Workshop Description

Our Media Communications Training Workshop will help you feel comfortable with the media and have more control over your media appearances. The workshop will help you with your media communication needs and it will give your media advisors confidence that you will be a good performer when media opportunities arise. We can make sure you're strong on the fundamentals, and give you techniques and guided practice that will help you "raise your game" when it comes to media interviews. This Media Communications Workshop provides insights that will improve your performance, increase your confidence, and help you to be heard.

Workshop Objectives

- Know what to expect when the media wants a story
- Practice your interview techniques with a former journalist of two leading dailies
- Get your message out as accurately as possible
- Deliver your speech, seminar or workshop for the media in a polished and confident manner.

Who Should Attend?

Senior Management Teams, Board of Directors and High Level Government Officials/ Politicians, Business Leaders.



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to **ATCEN Sdn Bhd** in January 2008.

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

Media Communications Workshop

Workshop Chronology

Day 1:

0830 Welcome Coffee and Tea

0900 **What is Media Communications**

- What makes a good TV, radio or print story
- How to take control of the media agenda
- Making the big announcement

1030 Tea Break

1050 **Media interviews**

- Techniques for different media
- Deciding what to say
- Appointing spokespeople

1300 Lunch

1415 **In The Hot Seat**

- Handling difficult questions – When “No Comment” just won't do
- Dealing with unexpected interviews – the 'doorstop' interview or unexpected phone calls
- Difficult media scenarios

1550 Tea Break

1600 **Workshop Evaluation**

- Reaction based – workshop feedback sheet provided at end of workshop and results collated
- Learning – assessment of learning on an individual basis is provided throughout the workshop by both oral and written feedback
- Behavioral - individual feedback provided as skills are practiced in the workshop

1700 End of Session



ANEESA ALPHONSUS

GROUP PR AND MEDIA RELATIONS DIRECTOR
ATCEN COMMUNICATIONS SDN BHD

A former journalist and editor with over 500 articles published and counting, Aneesa is a media relations specialist who believes in a variety of communication skills and a healthy dose of creativity. She implements and evaluates communications strategies and programs designed to inform clients, employees and the general public of initiatives and policies of The Group and its initiatives. Her 18 year journey as a scribe has taken her through many roads which let to copywriting, scriptwriting, website content writing and activism work among others. She has researched and written articles on diverse subjects and is a firm believer in learning by doing. In addition to her extensive experience in various media and training related fields, Aneesa has written for Tan Sri Lim Kok Wing, been a Press Liaison for the Royal Embassy of Kuwait, and worked with underprivileged children in the field of teaching. Aneesa is also the local representative and volunteer for PETA (People for the Ethical Treatment of Animals) Asia-Pacific liaising with the Philippines office as translator and media relations officer. Today, she specializes in Business Writing, PR & Creative Writing & Media Management, Communication and Presentation Skills – and changing the world one project at a time

**Registration Form:
Media Communications Workshop on 6th October 2009
ATCEN Learning Center, Damansara Perdana, P.J**

**Yes! Please register the delegate(s) for this event
(Kindly photocopy for more delegates)**

Delegate 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Human Resource / Approving Manager:

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

How did you find out about this event?

Please tick (✓) your choice(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: _____

For Office Use Only

Contact Person: _____

Invoice Number: _____

Remarks: _____

Training Workshop Investment - RM 1900

The investment includes lunch, refreshments and training materials.

- **The program is PSMB claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

Terms & Conditions

1. Upon receiving a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required upon the confirmation of the registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

Ways to register

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,
Malaysia.**

Tel : +603 7728 2623

Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Company Stamp Chop : _____

Invoice Attention To

(Mr/Ms): _____