

How To Speak With The Media

by Anne Koh



Decide with Confidence

INTRODUCTION

Have you ever had to speak to the media on behalf of your organisation? Ever been thrust into the spotlight of the media glare and feeling lost and ill equipped? This two-day practical workshop will equip you with the necessary and vital skills to help you engage the media professionally and with renewed confidence. Participants will be walked through the critical process of planning for the interview, managing the interview as well as getting your key messages across effectively.

The training approach will combine theory with practical media role-plays and interviews where video playbacks will be used for critique and self-assessment. Participants will walk away from this workshop with more confidence and be thoroughly equipped to handle the media on behalf of your organisation.

LEARNING OBJECTIVES

On completing this program, participants will:

- Gain a better understanding of the role and structure of media in business today
- Learn to build confidence and improve poise
- Learn how to prepare for the interview
- Learn how to manage the interview to your advantage
- Learn specific tools to get your key messages across
- Learn how to handle difficult questions and manage the media during crisis

COURSE OUTLINE

INTRODUCTION TO MEDIA RELATIONS

- Understanding the role of the media
- Understanding your rights vs. the reporter's rights
- Media psychology 101
- Gaining credibility and trust
- Different types of media and roles they play
- Relationship building with the media

PREPARING FOR THE INTERVIEW

- The preparation decision tree
- Overcoming roadblocks
- Developing story angles
- Accommodating your PR and corporate agenda
- Anticipating positive and negative questions
- Planning and Developing Headlines

MANAGING THE INTERVIEW

- Developing a good sound bite
- The Art of Bridging
- Flagging Key Messages
- How not to lose control of the interview
- Key television pointers
- Handling difficult questions
- Do's and Don'ts of the press interview
- Dealing with negative publicity and crisis management
- Telephone interviews

ABOUT THE TRAINER – MS ANNE KOH

Anne Koh is a media veteran with a combined of 30 years experience in public relations, media relations work and corporate communications. Anne also has served as the editor of Bernama News Agency and business reporting at the Straits Times.

Anne is also well versed in the area of public relations and communications, having spent seven years as Head at the marketing communications division of the Singapore Economic Development Board. She was responsible for the Board's press and media relations and was also editor of its Singapore Investment News.

Through her years of experience working with the press, she has garnered a wealth of information and know-how in managing the media. She currently spends her time as a public relations and media consultant to clients. Some of these include are INSEAD Business School, Singapore Power, Monetary Authority of Singapore and AEC Education Centre among others.

In addition, Anne brings with her a wealth of experience in areas such as consulting, public relations, managing the media during crisis as well as corporate communications.

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Date: 3rd June 2010, 9am – 5pm
Venue: Amara Hotel Singapore

Fee: [] S\$395 for D&B Subscriber [] S\$480 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 3rd May to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
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Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances.