

1-Day Training Seminar on Media-Handling Skills for
**CEOs, MDs, Board Directors, CFOs, COOs, VPs, GMs
and Corporate Communications Professionals**

Handling Media Interviews, Tricky Media Questions & Crisis Situations

“ It is not difficult to handle a press conference or a media interview if you know how to avoid **THREE** media questioning ‘**TRAPS**’ commonly used by journalists everywhere in the world.

These are journalists’ tricky interview techniques to make you talk ...to make you say what they want you to say for a sensational news story, but which may sometimes put you in trouble.

We will tell you in this seminar – with interesting videos and news clippings of interviews – how to identify these questioning *traps*, and how you can easily avoid them to emerge from your media interviews looking good and unscathed.

This is an advanced-level programme and the media skills you acquire here you can use them to handle the local, foreign and the international news media effectively not only in Malaysia but anywhere in the world. ” - **SW Chan**

DATE : 28 September 2016 (Wednesday) TIME : 9.00am - 5.15pm

VENUE : Armada Hotel, Petaling Jaya, Selangor

SW Chan
Media Strategy Advisor/Trainer
(former Senior Reporter and Editor of Newspaper and TV news)

The TRAINING...

YOU may not have realised it, but the news media - whether it is Newspaper, TV or Online - have all the **unfair advantage** over you: the media decide whether or not to cover your events, from which angle they want to cover, and **THEY** decide what to write and what they want to put in the news. And, journalists, of course, are the ones who ask all the questions.

Journalists can even dictate the direction of news or issues – **for or against you** – just by asking questions. Well, the press may have this unfair advantage over you but if you know how the journalistic mind works, you will be able to handle the media and their questions in any situation. You can even influence journalists into writing what you want them to write.

The overall **OBJECTIVE** of this one-day training seminar is to make participants not only media savvy but skillful in handling media questions, especially the tricky questions. The seminar takes you through an easy-to-follow presentation using lots of news clippings and videos.

This highly-specialised media programme was developed by former senior journalist, SW Chan, based on his two sets of complementary experiences: his long years of experience in dealing with corporate executives, government officers and politicians as a journalist while in the media, and his later years of experience in dealing with the media as a PR/media consultant after leaving the media.

The TRAINER...

SW CHAN, a former senior journalist, is a media strategy advisor and a specialist trainer in media relations, media handling and media crisis management skills.

He has 18 years of experience in journalism and 15 years in his current field – media advisory and media training. He has provided expert media guidance on advisory basis to major companies and media-trained corporate executives (who included CEOs, MDs, board directors and corporate communications professionals) and government officers.

Besides running public and in-house media-training programmes for diverse companies and organisations, Chan conducts media skills training regularly for Malaysian and foreign diplomats, in diplomatic courses organised by the ***Institute of Diplomacy & Foreign Relations (IDFR)*** of the Ministry of Foreign Affairs.

He has also been an appointed trainer (consultant basis) on media crisis management to oil and gas company ***Shell*** for 12 years previously.

Prior to becoming a Media Strategy Advisor/Trainer, Chan was a journalist in both newspaper and TV journalism with three leading news organisations.

He was a Reporter, News Correspondent, Senior Writer and Sub-Editor in ***The Star***, Senior Editor in ***The Sun***, and Managing Editor, News, in ***ntv7***. He was a pioneer editor in ***The Sun*** and ***ntv7***.

Chan is still very much in touch with latest developments in journalism and the overall news media industry. The media skills he presents in his training programmes are applicable in dealing with the local and foreign as well as the international news media not only in Malaysia but anywhere in the world.

The PROGRAMME...

MODULE 1

Dealing with ‘Ambush Interviews’

YOU can be suddenly approached (or called on the telephone) by journalists anytime anywhere for comments on issues about your company or other matters.

But don't worry, we will show you how to deal with such 'ambush interviews' without embarrassing yourself at corporate events.

You can even **turn** an ambush interview to your advantage and make the journalists write exactly what you want them to write.

MODULE 2

Taking Control of your PCs (Press Conferences) & Media Interviews

DO NOT blame journalists if they write negative stories from your PCs or media interviews. They are only doing their job in producing news stories that are interesting to their readers or viewers. Negative news obviously is more interesting and sells better than positive news. To journalists the world over, **“bad news is good news, good news is no news”**.

It is, therefore, crucial that we emphasise here on how to respond to questions in such a way that you give the journalists no chance to write negatively, or to grill you. (You'll look bad if you get grilled). You must take control of your own PCs or interviews, otherwise you may fall victim to the journalists' tricky ways of asking questions, which may lead you into unsuspectingly giving them all the answers they want for a story sensational for news but bad for you.

We will also show you how leaders of different countries such as Malaysia, the United States, Singapore, Australia, the United Kingdom, Thailand and China, handle certain media interviews.

You will also be shown how to overcome journalists' statement-cum-question tactic, and how to avoid being cornered by them into saying things you may regret later.

MODULE 3

Handling Tricky Media Questions

SOMETIMES you just cannot answer “yes” or “no” to a question. Because a yes will make you look foolish, and a no will make you look dumb. Or perhaps, a yes may damage your company's reputation, and a no may ruin its image. So, how are you to get out of a tricky situation like this?

We will share with you a list of solutions, or 'escape routes', that corporate leaders, politicians and governments of the world have already been using to evade sensitive or difficult media questions.

We will also guide you on how to use various effective **answering techniques** to overcome tricky media questions.

MODULE 4

Managing the Media in a Crisis

NEVER avoid the news media or hide behind press releases during a crisis or a major issue if you do not want journalists to have a field day sensationalising the story. Keeping quiet or delaying response is not an option either. Over-speaking is risky too as you may end up saying the wrong things or open up yourself to more media questions

This module focuses on various media crisis management strategies, including a **four-point formula** to keep yourself in check with saying only the right things. Don't say “no comment” (which is a disastrous comment), or “I neither confirm nor deny” (it only means you confirm). We offer good alternative answers.

We will also discuss how to prevent the media from turning product or corporate issues into controversies or crises detrimental to you and your company.

REGISTRATION

Seminar Fee: RM1,500 per participant

(inclusive of course notes, refreshments and hotel's buffet lunch)

No. of participants for this seminar: 8 - 25 (registration based on first-come-first-served basis). Please fax in this form or send details by email for registration.

REGISTRATION FORM

I/We would like to register for the one-day seminar "**Handling Media Interviews, Tricky Media Questions & Crisis Situations**" on 28 September 2016 (Wednesday)

Name (1) _____

Designation _____ Email _____

Name (2) _____

Designation _____ Email _____

Name (3). _____

Designation _____ Email _____

Organisation & Address _____

Telephone _____ Fax _____

Contact Person _____ Email _____

All payments are to be made to:

SUKEGO RESOURCES PLT

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The PARTICIPANTS...

HERE are some of the companies or organisations which have participated in SW Chan's public or customised in-house media-training programmes:

- AstraZeneca
- Axis REIT Managers
- Bank Islam
- Bank Negara
- Bank of Nova Scotia
- Bank of Tokyo-Mitsubishi
- BP Chemicals
- Bumi Armada
- Bursa Malaysia
- Cagamas
- Carigali Hess
- Celcom
- Danajamin
- Dewan Bandaraya KL
- Deloitte
- DRB-HICOM
- Federation of Public Listed Companies
- Gamuda
- Gleneagles Hospital
- HSBC Bank
- IJM Corporation
- Iskandar Malaysia
- Johor Corporation
- KFC Holdings
- KPMG
- KUB Malaysia
- Lafarge
- Malaysia Airlines Cargo
- Malaysia Airports
- M'sian Inst of Accountants
- MATRADE
- Maybank
- Mercedes Benz
- Merck Sharp & Dohme
- Monash University
- Motorola
- Mulpha International
- Murphy Sarawak Oil
- Pacific Mutual Fund
- Penang Port
- Perbadanan Putrajaya
- Permodalan Nasional
- Petronas
- Port of Tanjung Pelepas
- PricewaterhouseCoopers
- Prudential BSN Takaful
- Razak School of Govt
- Sabah Tourism
- Sarawak Energy
- Seagate Industries
- Siemens
- Shell
- Sime Darby
- SME Corporation
- Standard Chartered Bank
- Sunway Group
- Takaful IKHLAS
- Telekom Malaysia
- Tenaga Nasional
- Tupperware Australia
- UEM Group
- Universiti Teknologi Mara
- Western Digital
- Yayasan Peneraju Pendidikan Bumiputra
- Zurich Insurance

