



TRINETIZEN MEDIA

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Profile: Trinetizen Media

Trinetizen Media Sdn Bhd is an independent training and media consultancy firm.

We specialize in customized, in-house training workshops.

Our Internet-based programmes offer hands-on access to the latest applications in effective communications, media relations, public relations, marketing, online advertising, blogging, corporate social media, mobile marketing, digital photo editing, digital audio editing, online video production and crisis communications.

Our Human Resource Development Council-certified facilitators are the trainers who train reporters, editors and photojournalists to move from being print-centric to multimedia-based journalism.

Their broad experience covers journalism, public relations, media relations, multimedia production, integrated online marketing and online advertising.

They also produce news and feature stories for websites, newspapers and magazines worldwide, write and place media stories for clients and consult multinationals and public-listed companies on media relations and crisis communications.

Available Programmes:

1. [Effective Media Spokesperson](#)
2. [Effective Media Relations](#)
3. [Effective Investor Relations](#)
4. [Multimedia and Online Marketing](#)
5. [Multimedia and Online Advertising](#)
6. [Multimedia Journalism](#)
7. [Media and Crisis Communications](#)
8. [Corporate Social Media](#)

GET MEDIA SAVVY:

- Overview of different types of media
- Understand circulation, readership, viewership and online pageviews
- Newspaper hierarchy - who is important and why it matters
- Types of reporters and editors, and what makes them tick
- Identify and target the media that is right for your product or service
- Make every media encounter work

HOW TO:

- Prepare for interviews
- Plan and deliver key messages
- Write effective press releases for maximum impact
- Conduct effective media conferences
- Use your email, corporate website, blogs and social networks to inform the media consistently

WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in news writing, media relations and training for the technology and media industries.

Our trainers are former journalists who consistently conduct in-house workshops for the media including The Star and Bernama as well as public workshops on Effective Media Relations, Investor Relations, Crisis Communications and Corporate Social Media.

They have trained executives from AMD, Celcom, ExxonMobil Malaysia, Golden Screen Cinemas, Guthrie Group, ING Insurance, Maxis Communications, Maybank, Motorola Malaysia, Public Mutual and Telekom Malaysia, among others.

DIRECTORS



ANITA DEVASAHAYAM,
M.A. (Comms Mgt), University of South Australia.
B.A. (Mass Comm), Universiti Kebangsaan Malaysia,
Certified HRDC Trainer.

Anita Devasahayam has enjoyed the best of both worlds as a journalist and editor for 12 years, and media relations practitioner for the last eight years.

Her most recent position was the head of media relations for Maxis Communications, the leading cellular service provider in Malaysia.

She is currently the Malaysian project director for Phang & Naughton, a leading Hong Kong PR company, and also heads her own media consultancy, training and news writing service Trinetizen Media Sdn Bhd.

As a journalist, Anita has worked for The New Straits Times, Berita Harian, The Star and the New Zealand Herald and contributed to various trade weeklies, print magazines and online publications including Knight Ridder financial news, Asia Computer Weekly, CNET Asia, ZDNET Asia, Newsbytes, Intelligent Enterprise Asia, C:Level, Nikkei Electronics and Reader's Digest Asia.

Anita was among the first women reporters in the country to specialise in technology in the 80s for regional publication Asia Computer Weekly.

She then joined The Star's In.Tech and rose in ranks to assistant editor, where she co-managed a team of 12 reporters; increased pagination from 16 pages to 64 pages; and grew advertising consistently during her tenure. In event management, Anita has assisted in organising the annual MICROFEST fair in Kuala Lumpur and Penang, the most popular and biggest PC trade show in the country.

She has also organised seminars, workshops, training sessions and conferences various other corporate events.

In media relations, Anita has significantly raised the profile of local companies such as Maxis and QubeConnect, and multinationals such as iSOFT Health, Sophos plc, Alcatel and Samsung.

PARTIAL CLIENT LIST: Advanced Micro Devices Inc, Bernama (National News Agency), Celcom Bhd, Cybersecurity Malaysia, DiGi Telecommunications, Embassy of Japan, ExxonMobil Exploration and Production Malaysia Inc, Golden Screen Cinemas Sdn Bhd, GITN Sdn Bhd, ING Funds Bhd, Jotun (M) Sdn Bhd, Kulim Technology Park Corp Bhd, LKT Industrial Bhd, Maybank Group, Mahkota Medical Centre, Motorola Malaysia, OSK Investment Bank Berhad, Palm Oleo Sdn Bhd, Packet One Networks (M) Sdn Bhd, Public Mutual Berhad, Penang Seagate Industries (M) Sdn Bhd, Radio Televisyen Malaysia (RTM), Recall Malaysia, Selangor Dredging Bhd, Star Publications (M) Bhd, Taylor's University College, Telekom Malaysia Bhd, Texchem Resources Bhd, WWF Malaysia.



**JULIAN MATTHEWS,
Diploma in Multimedia Production, SAE, New Zealand,
Certified HRDC Trainer.**

Independent professional journalist, web designer and trainer Julian Matthews is a pioneer in online journalism in Malaysia.

He was the first Malaysian correspondent for AsiaBizTech.com, a Nikkei Business Publications, Inc website based in Silicon Valley in 1997.

Besides Nikkei, he was also at various times, the Malaysian correspondent for some of the most prominent online technology and business publishers in the Asia Pacific region including CNET, ZDNet and Newsbytes, a Washington Post-Newsweek subsidiary.

As a journalist, Julian has contributed to the New Straits Times, The Star, The Edge and the New Zealand Herald. He is skilled in writing and editing news stories as well as doing analyses and features for print and online publications.

Julian began his career as a freelancer for New Straits Times, and then as a journalist with The Star in 1984. He switched to travel writing in 1989 and won the Tourist Development Corporation's Best Travel Writer award that same year.

Since 1991, he has established a career as a professional business and technology writer for various corporations, trade publications, magazines and online media.

As a web designer, he has developed various websites with strong emphasis on marketing niche services and raising awareness for non-government organisations.

As a media consultant, Julian has extended corporate writing services to companies such as IBM, HP, Accenture and Nestlé.

Julian conducts a regular Multimedia Journalism course for reporters, editors and photographers of The Star, Bernama and RTM which he designed and developed specifically for media professionals transitioning to online media.

As a trainer, Julian has trained executives and senior management of multinationals on Effective Media Relations, Effective Investor Relations, Online Advertising, Online Marketing, Effective Web Design, Corporate Blogging, Podcasting, Integrated Marketing Communications, Crisis Simulation and Crisis Communications.

TESTIMONIALS

"The workshop has been useful and will surely help in my work," Datuk Wong Chun Wai, Group Chief Editor, The Star Publications (M) Bhd.

"A well-organised training full of fun and information on how to handle the media. Both trainers are experienced and have the ability to motivate the participants," Tuan Haji Ismail Harun, Vice President, Corporate Office, Packet One Networks (M) Sdn Bhd.

"I find this course very practical and useful. The exercises and mock interviews are definitely useful," Adli Abd Wahid, Head, MyCERT.

"Excellent training by both Anita and Julian. They've addressed the subject matter in a very interesting and highly interactive manner. This is one of the most interesting courses I've attended," Khairunisa Datuk Hamid Araby, corporate communications executive, Advanced Micro Devices Inc.

"It was an excellent, informative and entertaining workshop! Julian keeps the pace going nicely, no slow/meandering lecturing, introduced us to the stuff and moved on. Also mixed tech how-to's with inspirational/mentoring. Great!" Andrew Sia, Chief Reporter, Star Publications Bhd.

"The trainers were very knowledgeable in the course content, presentations were interesting and informative," Asst VP, Corporate Communications, OCBC Bank.

"Bull's eye! Valuable insights into the media relations world," Patrick Teh, manager, Kulim Technology Park Corp Bhd.

"This is a great platform to get myself updated about the media. The knowledge should help me improve my work in media planning and management, as well as improve the way I should assist in handling media and media-related issues for my company," Cindy Thean, Pacific Mutual Fund Bhd.

"Good training. I enjoyed myself tremendously. The role playing was very eye-opening," Shareen Sikayun Hiu, Commerce dot Com.

"Very interactive workshop with lots of humour which keeps the workshop alive," Ng Yen Yen, Penang Seagate Industries.

"Great training for people who have absolutely no idea where to start. Insightful and inspiring," Chen Mi Ghent, Sara Lee.

"It was very interesting and informative. I'll definitely recommend friends and colleagues to attend your seminars," Ivan Goh-Lee, Texchem Resources Bhd.

"For the first time I don't feel bored or sleepy even though I am fasting," Abdul Halim Abdul Razak, Edaran Modenas Sdn Bhd.

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