



TRINETIZEN MEDIA

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MEDIA AND CRISIS COMMUNICATIONS

One-day or two-day workshop for executives

Do you know how to:

- handle an ambush interview?
- articulate key messages?
- counter online rumours, gossip and lies?
- answer queries from regulators?
- prepare a holding statement?

In today's digital age, a reputation that has taken years to build, can be destroyed in seconds. An incriminating video of a faulty product or corporate misdeed, can spread via social media or mobile networks like wildfire. The unwanted scrutiny from the media can do serious damage to your reputation and stock value.

A proactive approach in formulating a crisis communications strategy is the key to ensure your company's reputation stays intact.

Our customized course is built to meet the particular challenges of CEOs, managers, department heads and company spokespersons when facing the media.

Gain an insight how to tackle the tough interview. Prepare key messages that the media will use. Use the tools of new media to get your messages across effectively and consistently. Learn to formulate a long term strategy to manage an emergency or crisis situation. Confidently ensure you make every media encounter work.

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GET MEDIA SAVVY:

1. Overview of different types of media and how to protect your company's reputation.
2. Dispel common misconceptions of media and how to cultivate good press relations.
3. Learn to articulate key messages to media in a crisis situation.
4. Manage different crisis scenarios.
5. Handle responses via social media channels.

TOPICS COVERED:

- Crisis and media relations in the 21st century.
- Preparing your CEO for the inevitable.
- Lessons from well-managed crises.
- Best practices in crisis communications.
- Video interview and review.

WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in 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 and Investor Relations.

They have trained executives from AMD, Celcom, Chevron, ExxonMobil, Golden Screen Cinemas, Maxis Communications, Maybank, Motorola Malaysia, Public Mutual, Penang Seagate Industries and Telekom Malaysia, among others.