



# TRINETIZEN MEDIA

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## EFFECTIVE MEDIA RELATIONS

*One-day or two-day training course for executives*

Do you know how to:

- pitch stories to foreign media?
- get better media coverage from local press?
- arrange interviews with media?
- respond to negative publicity online in a crisis?

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

Gain an insight into what makes reporters and editors tick. Learn to use the tools of the media relations trade effectively. Confidently ensure you get maximum mileage from every event you organise or media-related material you send out.

Get a deeper understanding on how to target local and international media to consistently generate publicity for your product, service or stock in print, online, radio or TV.

Learn to formulate a long term media strategy and manage expectations of your CEO, board of directors, shareholders, suppliers, partners and customers.

**For more details contact:**

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### 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 your CEO for interviews
- Home in on 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 and Investor Relations.

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