



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

4-hr Crafting Press Releases for Maximum Impact

Why You Should Attend This Course:

This course is designed to meet the media relations needs of busy executives and managers who are involved in corporate communications. Also for busy PR communicators (with or without any prior formal PR training) who need a snap-shot of the do's and don'ts of crafting news releases.

Learning Outcome:

- **Navigating the crowded media space** – *an overview of the competition for space in the different media*
- **Achieving corporate goals** – *the News Release as a communication tool*
- **Framing the release** – *identifying appropriate news angles*
- **Formats and Styles**
- **Tips** – *how to make your releases stand out from the crowd*

Course Outline:

- The value (and purpose) of the news release in media relations
- Identifying the news angle/s before you start crafting the release
- The 'standard' format for news releases
- How to make your news release come alive – use of quotes and photographs
- Practice sessions (and critique):
 - i) Crafting attention-grabbing headlines
 - ii) Getting the opening paragraph right
 - iii) Crafting of quotes
 - iv) Translating technical data and jargon
- Do's and don'ts in news release writing

Who Can Benefit?

- Corporation communications managers and executives who would like to refresh their news release writing skills.
- Managers (especially of SMEs, VWOs, etc) who have to craft their own news releases as they don't have the luxury of a corporate communications department.
- Anyone who is interested in reaching out to the media.

Trainer's Profile:

Robert Conceicao is an Accredited Member (AMIPRS) and Council Member of the Institute of Public Relations of Singapore (IPRS). With over 20 years experience in PR, Journalism and Marketing, Robert has worked in both the public and private sectors. He is the founder of two boutique PR consultancies – Epiphany PR and Majic Communications and is a Director in the latter. He has led successful account-servicing teams for a range of international and local clients from the aerospace, IT, healthcare, education, sports, retail, arts and "not-for profit" sectors. Robert is a lecturer with both IPRS' Diploma and Professional Certificate programmes as well as with Marketing Institute of Singapore/Curtin University.

Date:

20 Feb 2012
29 May 2012

Course Fees:

S\$250.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904



MARKETING
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COMMUNICATIONS

4-hr When the Media Calls: The Do's & Don'ts

Why You Should Attend This Course:

This course is designed to meet the media relations needs of busy executives and managers who are involved in corporate communications. Also for busy PR communicators (with or without any prior formal PR training) who need a snap-shot of the do's and don'ts of handling media queries and requests.

Learning Outcome:

- **Finding stories** – *what excites journalists*
- **The making of a story** – *how a story is developed from a lead or idea to the final news report*
- **Encounters with the media** – *how a reporter goes about getting information*
- **Your rights (and that of the media)** – *the law and media conventions; your recourse if something goes wrong*
- **Tips** – *how to deal with reporters in different situations*

Course Outline:

- The art of listening to a journalist
- Asking the right questions of the journalist
- Setting 'ground rules'
- Processing a query/request from a media
- Do's and don'ts when dealing with a journalist
- Practice sessions: role play and critique

Who Can Benefit?

- Corporation communications managers and executives who would like to refresh their news release writing skills.
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REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

<input type="checkbox"/> 4-hr Crafting Press Releases for Maximum Impact	S\$ 250.00	29 May 2012	9.00am – 1.00pm
<input type="checkbox"/> 4-hr When the Media Calls: The Do's & Don'ts	S\$ 250.00	29 May 2012	2.00pm – 6.00pm

Special Package Fee:

2 Workshops Package S\$ 450.00 ** Fees subject to prevailing GST.

Light refreshment will be provided for both workshops.

Lunch will be provided for participants who registered for 2 workshops.

Special Package Fee cannot be used in conjunction with 20% MIS Member Discount.

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)			
<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

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