

HOW TO CONTROL JOURNALISTS AND THEIR QUESTIONS, AND MAKE THEM WRITE WHAT YOU WANT THEM TO WRITE

INTRODUCTION

*“**THERE ARE** simple and effective techniques to handle journalists and their questions, even the tough and tricky questions. Whether they are local or foreign journalists, the techniques to deal with them and their questions are all the same.*

*These are techniques not many people know, and these are techniques I will show you how you can turn press conferences and media interviews into opportunities.” – **SW Chan***

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.

The media can even slant a story or issue any which way they want – 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 journalists' questions in any situations. You can even influence them into writing what you want them to write.

OBJECTIVE

The **OBJECTIVE** of this seminar is to train the participants on how to handle and be in control of **local and foreign** journalists and their tough and tricky questions.

METHODOLOGY

The seminar takes you through an easy-to-follow presentation using lots of news clippings and videos of actual media interviews relating to issues.

PROGRAMME

- Module 1 - Dealing with Sudden Approach by Journalists
- Module 2 - Taking Control of Journalists & their Questions at Press Conferences and Media Interviews
- Module 3 - Handling Tricky Media Questions

WHO SHOULD ATTEND

Chairmen, CEOs, MDs, Executive Directors, CFOs, VPs, GMs and Corporate Communication Professionals

TRAINER'S PROFILE



MR. S W CHAN **Media Strategy Advisor/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 diplomacy courses organised by the **IDFR**, the **Institute of Diplomacy & Foreign Relations** which is the training arm of the Ministry of Foreign Affairs.

He has also been an appointed trainer (consultant basis) on media crisis management to Shell group of oil and gas companies 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-handling skills he presents in his training programmes are applicable in dealing with the local and foreign as well as the international journalists not only in Malaysia but anywhere in the world.

REGISTRATION FORM

**HOW TO CONTROL JOURNALISTS AND THEIR QUESTIONS, AND MAKE THEM
WRITE WHAT YOU WANT THEM TO WRITE**

DATE	<input type="checkbox"/> 22 November 2017 (Wednesday)	<div style="border: 1px solid black; padding: 5px; background-color: black; color: white; width: fit-content; margin: auto;"> 4 CEP HOURS </div>
DURATION	Half-day (0900 – 1300 hours)	
VENUE	Armada Hotel, Petaling Jaya	
FEE	RM1272.00 per participant (inclusive of 6% GST)	
PAYMENT	Cheque is made payable to BURSATRA SDN. BHD.	
CANCELLATION	Cancellation must be received in writing one (1) week before the seminar. Full amount of the registration fee is chargeable for non-attendance, however, replacement of participant is accepted.	
TO REGISTER	Please Call 03-7954 8002 / 03-7958 8001 or Fax Registration Form to: 03-7954 8001 or e-mail to: sophiah@bursatra.com.my	

Details:

Name of Participant : _____

Designation : _____

NRIC / Passport # : _____

Name of Company : _____

Address of Company : _____

Contact Person & Designation : _____

Tel.# : _____

Fax # : _____

E-mail : _____

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