



Bursatra

2016

Handling Media Interviews, Tricky Media Questions & Crisis Situations



21-Jun-2016

SEMINAR INTRODUCTION/OBJECTIVES

“ It is not difficult to handle a press conference or a media interview if you are aware of the THREE media questioning ‘TRAPS’ commonly used by journalists everywhere in the world.

These traps are journalists’ ‘tricky’ interview techniques to make you talk...to make you say what the journalists want you to say and be quoted, which may sometimes put you in trouble.

We will tell you in this seminar – with interesting news clippings and videos of interviews and press conferences – how to identify the questioning traps and how to skillfully avoid falling into these traps in order for you to emerge from the Q&A sessions looking good.

This is an advanced-level programme and the media skills acquired here can be used to handle the local and foreign as well as the international news media not only in Malaysia but anywhere in the world.” - SW Chan

THE PROGRAMME

✓ MODULE 1

Dealing with ‘Ambush’ Interviews

YOU don’t have to worry about ‘ambush’ interviews if you are prepared to expect the unexpected.

We will show you how to deal with an ambush interview when you are suddenly approached by journalists at events or functions, or anywhere anytime.

You can even turn an ambush interview to your advantage and make the journalists write what you want them to write.

✓ MODULE 2

Taking Control of your PCs (Press Conferences) & Media Interviews

DO NOT blame journalists if they write negative stories from your PCs or media interviews. They are only doing their job in producing news stories that are interesting to their readers or viewers. Negative news obviously is more interesting and sells better than positive news. To journalists the world over, “bad news is good news, good news is no news”.

It is, therefore, crucial that we emphasise here on how to respond to questions in such a way that you give the journalists no chance to write negatively, or to grill you. (You’ll look bad if you get grilled).

You must take control of your own PCs or interviews, otherwise you may fall victim to the journalists’ tricky ways of asking questions, which may lead you into unsuspectingly giving them all the answers they want for a story sensational for news but bad for you.

We will also show you how leaders of different countries such as Malaysia, the United States, Singapore, Australia, the United Kingdom, Thailand and China, handle certain media interviews.

You will also be shown how to overcome journalists’ statement-cum-question tactic, and how to avoid being cornered by them into saying things you may regret later.

✓ MODULE 3

Handling Tricky Media Questions

SOMETIMES you just cannot answer “yes” or “no” to a question. Because a yes will make you look foolish, and a no will make you look dumb. Or perhaps, a yes may damage your company’s reputation, and a no may ruin its image. So, how are you to get out of a tricky situation like this?

We will share with you a list of solutions, or ‘escape routes’, that corporate leaders, politicians and governments of the world have already been using to evade sensitive or difficult media questions.

We will also guide you on how to use various effective answering techniques to overcome tricky media questions.

✓ MODULE 4

Managing the Media in a Crisis

NEVER avoid the news media or hide behind press releases during a crisis or a major issue if you do not want journalists to have a field day sensationalising the story. Keeping quiet or delaying response is not an option either. Over-speaking is risky too as you may end up saying the wrong things or open up yourself to more media questions

This module focuses on various media crisis management strategies, including a four-point formula to keep yourself in check with saying only the right things. Don’t say “no comment” (which is a disastrous comment), or “I neither confirm nor deny” (it only means you confirm). We offer good alternative answers.

We will also discuss how to prevent the media from turning product or corporate issues into controversies or crises detrimental to you and your company.

WHO SHOULD ATTEND

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

ADMINISTRATIVE DETAILS

| | | |
|----------|---|--|
| DATE | : | 21 st June 2016 |
| DURATION | : | 9:00am – 5:00pm |
| VENUE | : | Armada Hotel, Petaling Jaya |
| FEE | : | RM1,590.00 per participant (Fee is inclusive of 6% GST). <i>(Seminar notes, refreshments and buffet lunch are provided. Muslim participants will receive vouchers valid for two months for buffet dinner at the hotel)</i> |
| PAYMENT | : | Cheque is to be made payable to BURSATRA SDN. BHD. |

THE LEAD 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 diplomatic courses

organised by the Institute of Diplomacy & Foreign Relations (IDFR) of the Ministry of Foreign Affairs.

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

HRDF SBL claimable

REGISTRATION FORM

Handling Media Interviews, Tricky Media Questions & Crisis Situations

21st June 2016 (9:00am – 5:00pm)
Armada Hotel, Petaling Jaya

Details:

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|------------------------------|---|--|--|--|--|
| Name of Participant | : | | | | |
| Designation | : | | | | |
| NRIC / Passport # | : | | | | |
| Name of Company | : | | | | |
| Address of Company | : | | | | |
| Contact Person & Designation | : | | | | |
| Tel.# | : | | | | |
| Fax # | : | | | | |
| E-mail | : | | | | |



To register, please
Call 03-7958 8001 / 03-7958 8002 or
Fax Registration form to: +603-7954 8001 or
E-mail to: sophiah@bursatra.com.my

Postponement / Cancellation within seven (07) working days prior to the event are subject to a cancellation / postponement fee of 20%. Full amount of the registration fee(s) is chargeable for non-attendance of the participant(s).

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