

WRITE PRESS RELEASES THAT GET PUBLISHED (& Media Invites That Get Coverage)

INTRODUCTION / OBJECTIVES

"News is subjective. What you think is news about your company that will attract media attention may not be news at all to editors. If you want the editors to publish your press release, and to publish it prominently, write it to the taste and interest of editors. Don't write it based on what you think is interesting or newsworthy. The secret to writing press releases is knowing exactly what editors want...knowing what makes news to the news media." – SW Chan

M&A Formula

*The M&A Formula, developed by SW Chan, is a simple but effective writing method that enables you to **understand** and **remember** the technique in writing publishable press releases...the kind of press releases that makes editors sit up and consider publishing or broadcasting in their news media.*

M&A FORMULA: We will show you how to use this formula to write press releases that interest the news media. Otherwise, no matter how much effort you put into a press release, your masterpiece will just remain unpublished work.

You can apply the M&A Formula to writing any press release on any subject matter (including product launches or CSR projects) regardless of what company or whichever industry you are in.

There is only one thing that interests editors. You will have to get that one thing right in your press release to stand a better chance in getting published. Don't forget that your press release will be competing with releases from numerous other companies or organisations, all jostling for the editors' attention to get into the limited space of newspapers or online news portals, or onto the even more limited airtime of TV news. Therefore, our OBJECTIVE here is to orientate you to write releases that interest editors but without distorting your key messages to the public.

This programme will be conducted by two trainers, who are experts in media handling and press release writing.

METHODOLOGY

Programme facilitated by PowerPoint presentation and discussion on Press Releases and Media Invites.

PROGRAMME

DAY 1

- Module 1 - Writing Press Releases That Interest the News Media
- Module 2 - Using Photos to Complement Your Press Releases
- Module 3 - Writing Media Invites That Attract Coverage for Your Corporate Events
- Module 4 - Preparing to Face the News Media(Pre-Event, During-Event & Post-Event)

DAY 2

- Group Review and Discussions of Participants' Press Releases and Media Invites

WHO SHOULD ATTEND

Professionals in Corporate Communications, Public Relations, Corporate Affairs, Marketing, Branding, A&P

LEAD TRAINER'S PROFILE



MR. S W CHAN **Media Strategy Advisor/Trainer**

SW CHAN, an advisor and trainer on media-handling skills, knows the workings of the news media inside out.

Having been a reporter and an editor in both newspaper and TV journalism for 18 years, he knows exactly how journalists think and operate in covering news; he knows how they respond to crisis events; and he knows what's in a press release that captures editors' attention.

During his tenure as a journalist, he held the positions of Reporter, Senior Writer, News Correspondent and Sub-Editor in *The Star*; Senior Editor in *TheSun*; and Managing Editor, News, in *ntv7*.

He was a pioneer editor in *The Sun* and *ntv7* where he had helped set up the newspaper and the TV station's News Department respectively.

Since leaving journalism, he has been conducting media skills training courses – public and in-house programmes – for diverse companies and organisations.

Chan is also a regular trainer for the Institute of Diplomacy & Foreign Relations (IDFR) of the Ministry of Foreign Affairs, where he conducts media skills training in diplomacy courses for Malaysian and foreign diplomats.

He has also been an external trainer on media crisis management to oil and gas company Shell for 12 years previously.

REGISTRATION FORM

WRITE PRESS RELEASES THAT GET PUBLISHED (& Media Invites That Get Coverage)

DATE	<input type="checkbox"/> 06 – 07 February 2018 (Tues & Wed)	16 CEP HOURS
DURATION	2 days (0900 – 1715 hours daily)	
VENUE	Armada Hotel, Petaling Jaya	
FEE	RM1,908.00 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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