



**BURSATRA**

**2017**

## How To Handle Tricky Media Questions, And Turn Media Conferences & Interviews To Your Advantage



12-Jan-2017

## SEMINAR INTRODUCTION/OBJECTIVES

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 situation. You can even influence them into writing what you want them to write.

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

## THE PROGRAMME

### ✓ MODULE 1

#### Dealing with 'Ambush' Interviews

- HOW to handle an ambush interview – anytime, anywhere when you are suddenly approached by journalists for comments
- What's the best way to respond when reporters call you on the phone
- How to turn an ambush interview to your advantage and make the journalists write what you want them to write

### ✓ MODULE 2

#### Taking Control of Journalists & their Questions at Press Conferences and Media Interviews

- HOW to have control over journalists and their questions
- What to do to avoid being pressured by reporters into answering questions
- How to respond to questions in such a way that you give journalists no chance to write negatively (to journalists the world over, "bad news is good news, good news is no news")
- What to do when reporters "attack" you with questions

- How to break a media "grill" before you are cornered into saying things you may regret later
- How to prevent journalists from making you say the things they want you to say for them to write a newsworthy or sensational news story (but what is sensational to news is usually damaging to you and your company)
- How to deal with difficult or provocative journalists
- How to take control in a panel press conference where more than one person facing the media (normally in a public-listed company's PC held after its AGM)
- Examples of how leaders of different countries such as Malaysia, the United States, Singapore, Australia, the United Kingdom, Thailand and China, handle certain media interviews
- Case study: Lots of news clippings and videos of actual press conferences and media interviews of corporate, governmental and political issues are included in the seminar for discussion

### ✓ MODULE 3

#### Handling Tricky Media Questions

- HOW to recognise and overcome tricky media questions with various answering techniques
- How to evade difficult, sensitive and provocative questions
- What to do when faced with the kind of tricky questions that you cannot answer "Yes" and you cannot answer "No" (either answer will put you in trouble)

## WHO SHOULD ATTEND

Chairmen, CEOs, MDs, Directors, CFOs, COOs, VPs, GMs and Investor Relations & Corporate Communication Professionals

## ADMINISTRATIVE DETAILS

<b>DATE</b>	: 12 <sup>th</sup> January 2017
<b>DURATION</b>	: 9:00am – 1:00pm
<b>VENUE</b>	: Armada Hotel, Petaling Jaya
<b>FEE</b>	: RM1,200.00 per participant (Fee is exclusive of 6% GST) (Seminar notes, refreshments and buffet lunch are provided)
<b>PAYMENT</b>	: Cheque is to be made payable to <b>BURSATRA SDN. BHD.</b>

## 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 external trainer (consultant) 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-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.

**HRDF SBL claimable**

REGISTRATION FORM

**How To Handle Tricky Media Questions, And Turn Media Conferences & Interviews To Your Advantage**

12<sup>th</sup> January 2017 (9:00am – 1:00pm)  
Armada Hotel, Petaling Jaya

Details:

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](mailto: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).

**BURSATRA SDN BHD** is a registered training provider with PSMB (Reg. No: 520353-U)