

How to Handle Media Interviews & Press Conferences, Manage Journalists & Tricky Media Questions, and Deal with Media Crises & Controversies

1-Day Seminar-Workshop for

Government top and senior officers,
Corporate senior management executives/leaders, and
Corporate/Strategic Communications Professionals

Date: 25 May 2023 (Thursday)

Time: 9.00am - 5.30pm

Venue: Armada Hotel,
Petaling Jaya, Selangor

“ Do accept or pitch for media interview opportunities. Hold press conferences to make important announcements. And don't worry about being approached by journalists at events or being caught in “ambush” interviews. Look at all these media contacts as opportunities, and take advantage of them to promote your organisation, products, and services, or to clarify issues.

You don't have to worry about journalists “misquoting” or “manipulating” what you say, or taking your interviews out of context, if you know how to take control of journalists and the questions they ask at your interviews and press conferences. Especially the sensitive and “tricky” questions.

These are the finer points of media skills we share with participants in our training sessions. With these skills and knowledge, you will put yourself in a controlling position during your PCs and interviews, and you can make journalists write your key messages and what you want them to write.

You can easily pick up these skills and apply effectively in any interview you may have with any media – be it Malaysiakini, BFM News, Al Jazeera or even the BBC or CNN News.

These media skills, ironically, are just simple techniques based on logic and common sense, but people just don't see them until we point them out. ” – **SW Chan**



WHY is it necessary for executives/leaders in Senior Management to have some media skills even if they are not spokespersons?

The skills will be helpful in case they need to handle interviews. More importantly, they will know what to do or not to do, what to say or not to say, when they are suddenly approached by journalists, anytime, anywhere, for comments over a product issue or a corporate crisis.

Corporate Communications professionals are generally non-spokespersons but are media advisers and frontliners in dealing with the media. Having an all-round media skills and knowledge is crucial to their work.

The skills will come in useful in times of crisis, or when they need to brief or coach the spokespersons before events.

SW Chan

Media Strategy Advisor/Trainer

(former Senior Journalist - Reporter & Editor)

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The Speaker/Trainer



SW Chan, Media Strategy
Advisor/Trainer

SW Chan, a former senior journalist, is a media strategy advisor and a specialist trainer on media-handling skills.

He conducts media skills training - in-house and public programs - for Senior Management executives/leaders, Communication professionals, Government senior officers/leaders, and Politicians.

He has 15 years of experience in media consulting and training, and prior 18 years in journalism.

Chan was a regular trainer with the Ministry of Foreign Affairs' training arm - the **Institute of Diplomacy & Foreign Relations (IDFR)** - for 9 years (until the pandemic became critical in 2020), where he had conducted media skills training for Malaysian and foreign diplomats and diplomatic officers.

Notably too, he had been a media crisis management trainer (on consultant basis) to **Shell Malaysia** group of oil and gas companies for 12 years.

Chan was previously a journalist - having been both a reporter and an editor - with three news media organisations:

- Managing Editor, News, in then **ntv7**
- Senior Editor in **The Sun**
- Reporter, News Correspondent, Senior Writer and Sub-Editor in **The Star**.

The media skills he teaches are universal, can be applied effectively anywhere in the world.

The Training

(with a practical session of mock media interviews)

The media 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.

Journalists can even slant a story or an issue – for or against you – just by asking questions.

But if you have the media skills and know how the media and the journalistic mind work, you will be able to handle not only the local but also the foreign and international journalists, and their questions, especially the tricky questions, in any situation. You can even “dictate” what you want them to write.

This seminar-workshop aims to impart to you the necessary media skills, and to give you that know-how:

MODULE 1

How to Handle a Sudden Approach by Journalists with Barrage of Questions, and Turn That Approach to Your Advantage

MODULE 2

How to Take Control of Journalists and Their Tricky Questions, and Get Them to Write What You Want Written at Your Press Conferences and Interviews

MODULE 3

How to Manage and Overcome a Media Crisis or Controversy

Practical Session

(Participants on voluntary basis are interviewed by journalists based on crisis scenarios. The interviews will be video-recorded and played back on screen for group review and discussions).

Training Fee: RM1,800 per participant (inclusive of course notes, hotel's buffet lunch and refreshments).

Class Size: 8 - 25 participants.

Registration: The Registration Form is attached to your email separately in Word file (not PDF) so that you can type directly on the form. Please fill out the simple form and email it back to us for registration. Thank you.

Note: Trainer SW Chan can be contacted directly for enquiries on the phone or WhatsApp at +60178853489 or email, swchan@meridian-my.com

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The Participants

Here are some of the companies or organisations which have participated in SW Chan's media skills training – in-house and/or public programmes:

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|----------------------------|---------------------------|-----------------------------|
| • Ahmad Zaki Resources | • INTAN Bukit Kiara | • Port of Tanjung Pelepas |
| • Ajinomoto | • Intel Technology | • Prudential BSN Takaful |
| • AstraZeneca | • Iskandar Malaysia | • Razak School of Govt |
| • Axis REIT Managers | • Johor Port | • Sabah Tourism |
| • Bank Islam | • Kementerian Kesihatan | • SAM Engineering & Equip. |
| • Bank Negara | • Kementerian Pertanian | • Sarawak Energy |
| • Bank of Tokyo-Mitsubishi | • KPJ Healthcare | • Sarawak SEDC |
| • BP Petronas Acetyls | • KPMG | • Seagate Industries |
| • Bumi Armada | • Lembaga Tabung Haji | • Securities Commission |
| • Bursa Malaysia | • Lembaga Zakat Selangor | • Senai Airport Terminal |
| • Carigali Hess | • Malakoff Corporation | • Shell |
| • Cepat Wawasan Group | • Malaysia Airlines Cargo | • Sime Darby |
| • Dewan Bandaraya KL | • Malaysia Airports | • SME Corporation |
| • DRB-HICOM | • MATRADE | • S P Setia |
| • Express Rail Link | • Maybank Group | • Standard Chartered Bank |
| • ExxonMobil | • MIDA | • Suruhanjaya P. Air Negara |
| • FELDA | • Monash University | • Suruhanjaya Tenaga |
| • Gamuda & Gamuda Land | • MRT Corporation | • Takaful IKHLAS |
| • Gleneagles Hospital | • Murphy Sarawak Oil | • Tenaga Nasional |
| • Great Eastern Life | • Perbadanan Putrajaya | • Terengganu Incorporated |
| • HSBC & HSBC Amanah | • Petronas & Petronas Gas | • Universiti Teknologi Mara |
| • IJM Corporation | • PLUS | • Western Digital |

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