



TRINETIZEN MEDIA

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CORPORATE BLOGGING AND PODCASTING

One-day or two-day training course for executives

Do you know how to:

- engage customers through blogs?
- post audio or video online?
- arrange interviews with online media?
- deal with negative publicity from blogs?

The personal publishing phenomenon has empowered customers to blog and share videos about your products and services online.

Your brand and reputation can take a severe bashing if you choose to ignore these sophisticated customers.

Take a proactive approach and try to understand and participate in the conversations that matter online.

Our customized course is built to meet the particular challenges of CEOs, managers, department heads and company spokespersons in learning about New Media and Social Networks.

Target specific campaigns for your net-savvy audience. Use the new tools to connect with customers and prospects and generate leads on the web. Get a deeper understanding of blogs, podcasts, online video and social networks such as MySpace and Facebook..

“In the world of the Internet, you don't own your brand. Your customers and your users own your brand,” David Sifry

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GET MEDIA SAVVY:

- Overview of blogging and podcasting
- Understand the conversation media and feedback loop
- Plan topic ideas for a corporate blog or podcast
- Step-by-step guide to set up a blog and start posting
- Record a podcast and post online
- Successful corporate blog and podcast case studies

HOW TO:

- Use blogs for communication internally and externally
- Make your blog a knowledge management tool.
- Manage your blog and moderate comments
- Come up with ideas for blog posts and regular podcasts

WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in news writing, media relations and training for the technology and media industries.

Our trainers are former journalists who consistently conduct in-house workshops for the media including The Star and Bernama as well as public workshops on Effective Media Relations and Investor Relations.

They have trained executives from AMD, Celcom, ExxonMobil Malaysia, Golden Screen Cinemas, Guthrie Group, ING Insurance, Kulim Technology Park Corp, Maxis Communications, Maybank, Motorola Malaysia, Public Mutual, Penang Seagate Industries and Telekom Malaysia, among others.