

TRINETIZEN MEDIA

Trinetizen Media Sdn Bhd (303499-A)
No 92, SS2/93, 47300 Petaling Jaya
t: +603-7877-5970, m:+6012-277-0568
e: anita@trinetizen.com
w: <http://www.trinetizen.com>

Profile

Trinetizen Media Sdn Bhd is an independent training and media consultancy firm.

We specialize in customized, in-house training workshops based on Web 2.0, New Media and Multimedia Concepts.

Our Internet-based programmes offer hands-on access to the latest applications in effective communications, media relations, public relations, integrated marketing, online advertising, web communications, 3G mobile marketing, blogging, podcasting, social network marketing, digital photo editing, digital audio editing, audio slideshow production and multimedia production.

Our Human Resource Development Council-certified facilitators are the trainers who train reporters, editors and photojournalists to move from being print-centric to multimedia-based journalism.

Their broad experience covers journalism, public relations, media relations, multimedia production, integrated online marketing and online advertising.

They also produce news and feature stories for websites, newspapers and magazines worldwide, write and place media stories for clients and consult multinationals and public-listed companies on media relations and investor relations.

Available Programmes:

1. New Media Communications for Management
2. Multimedia Media Relations for Management
3. New Media and Integrated Online Marketing for Management
4. Effective Corporate and Crisis Communications for Senior management
5. Effective Online Investor Relations
6. Facing the Media: Face-to-face and Online Interviews
7. Effective Communication to Online Social Networks
8. Corporate Blogging and Podcasting
9. Effective Search and Online Sales Generation
10. Multimedia and Mobile Journalism
11. Effective Online Advertising and Web Site Design
12. Multimedia Production for Corporate Communications

Workshops are customized and can be scheduled for half-day, full day or up three consecutive days for groups of six to 25 participants.

Learning Outcomes:

- Understand online media, multimedia, New Media and Web 2.0 concepts.
- Use new media tools to enhance management, media relations and marketing communications.
- Identify relevant online, social and mobile networks to reach target market and stakeholders.
- Customize and apply successful online and multimedia case studies and models in the local context.

Methodology Of Training:

- Individual hands-on exercises
- Group Discussion
- Case studies analysis
- Demonstration
- Lectures

Client List

- Advanced Micro Devices Inc (AMD)
- AmBank Group
- Bernama, National News Agency
- Commerce dot Com Sdn Bhd
- Edaran Modenas Sdn Bhd
- EON Bank Berhad.
- ExxonMobil Exploration and Production Malaysia Inc
- Golden Screen Cinemas
- Guthrie Group
- ING Insurance Bhd
- Jotun (M) Sdn Bhd
- Kulim Technology Park Corp Bhd
- LKT Industrial Bhd
- Malaysia Building Society
- Malaysia Airports Holdings Bhd
- Motorola Malaysia
- OSK Investment Bank
- Pacific Mutual Fund Berhad
- Public Mutual Berhad
- RTM (Radio Televisyen Malaysia)
- Sara Lee (M) Sdn Bhd
- Penang Seagate Industries (M) Sdn Bhd
- Selangor Dredging Bhd
- Taylor's University College
- Telekom Malaysia's Multimedia College
- Texchem Resources Bhd
- The Star Publications Bhd

Testimonials

"The multimedia workshop has been useful and will surely help in my work," Datuk Wong Chun Wai, Deputy Group Chief Editor II, The Star Publications (M) Bhd.

"This is a great platform to get myself updated about the media. The knowledge should help me improve my work in media planning and management, as well as improve the way I should assist in handling media and media-related issues for my company," Cindy Thean, Pacific Mutual Fund Bhd.

"Excellent training by both Anita and Julian. They've addressed the subject matters in a very interesting and highly interactive manner. This is one of the most interesting courses I've attended," Khairunisa Hamid Araby, AMD.

"I found the training very informative and rewarding. The role playing is particularly refreshing as it allows quick fix solutions to some glaring weaknesses in handling and managing media", Madzli Tasrin, Commerce dot Com.

"An eye-opener for new media people," Shariff Mohd Din, Multimedia College, Telekom Malaysia.

"It was an excellent, informative and entertaining workshop! Julian keeps the pace going nicely, no slow/meandering lecturing, introduced us to the stuff and moved on. Also mixed tech how-to's with inspirational/mentoring. Great!" Andrew Sia, Chief Reporter, The Star Publications (M) Bhd.

"An eye-opener to the endless potential to tap in this field. Recommended for all who want to stay 'in trend' and who needs to sell new media," Chin Seow Ping, Section manager, Advertising Dept, The Star Publications (M) Bhd.

"Trinetizen Media has excellent instructors that make multimedia learning so much fun. Their courses are informative and very hands-on," Johan Fernandez, Deputy Editor, Op-Ed, The Star Publications (M) Bhd.

"Very interactive workshop with lots of humour which keeps the workshop alive," Ng Yen Yen, Penang Seagate Industries.

"Great training for people who have absolutely no idea where to start. Insightful and inspiring," Chen Mi Ghent, Sara Lee.

"Bull's eye! Valuable insights into the media relations world," Patrick Teh, Kulim Technology Park Corp Bhd.

"For the first time I don't feel bored or sleepy even though I am fasting," Abdul Halim Abdul Razak, Edaran Modenas Sdn Bhd.

FACILITATORS



ANITA DEVASAHAYAM,
B.A. (Mass Comm), Universiti Kebangsaan Malaysia,
Pursuing M.A. in Communications Mgt,
University of South Australia,
Certified HRDC Trainer

Anita Devasahayam has enjoyed the best of both worlds as a journalist and editor for 12 years, and media relations practitioner for the last eight years.

Her most recent position was the head of media relations for Maxis Communications, the leading cellular service provider in Malaysia.

She is currently the Malaysian project director for Phang & Naughton, a leading Hong Kong media relations company, and also heads her own media training and consultancy Trinetizen Media Sdn Bhd.

As a journalist, Anita has worked for The New Straits Times, Berita Harian, The Star and the New Zealand Herald and contributed to various trade weeklies, print magazines and online publications including Knight Ridder financial news, Asia Computer Weekly, CNET Asia, ZDNET Asia, Newsbytes, Intelligent Enterprise Asia, C:Level, Nikkei Electronics and Reader's Digest Asia.

Anita was among the first women reporters in the country to specialise in technology in the 80s for regional publication Asia Computer Weekly. She then joined The Star's In.Tech and rose in ranks to assistant editor, where she co-managed a team of 12 reporters; increased pagination from 16 pages to 64 pages; and grew advertising consistently during her tenure.

In event management, Anita has assisted in organizing the annual MICROFEST fair in Kuala Lumpur and Penang, the most popular and biggest PC trade show in the country. She has also organised seminars, workshops, training sessions and conferences including an ASEAN level medical conference and numerous other corporate events.

In media relations, Anita has significantly raised the profile of companies such as Maxis and Selangor Dredging Bhd, and multinationals such as Samsung, Sophos plc and Alcatel.

Anita currently resides in Petaling Jaya and is the mother of two children.



JULIAN MATTHEWS,
Dip. in Multimedia Production, SAE, New Zealand
Member of Malaysian Assc. of Professional Speakers
Certified HRDC Trainer

Independent professional journalist, trainer and consultant
Julian Matthews is a pioneer in online journalism in Malaysia.

He was the first Malaysian correspondent for AsiaBizTech.com, a Silicon Valley-based website of Nikkei Business Publications, Inc, the largest trade publisher in Japan.

Besides Nikkei he has also provided exclusive content for some of the most prominent online technology and business publishers in the Asia Pacific region including CNET, ZDNet and Newsbytes, a Washington Post-Newsweek subsidiary.

As a journalist, Julian has contributed to the New Straits Times, The Star, The Edge and the New Zealand Herald. He is skilled in originating, writing and editing news stories as well as doing analyses and features for print and online publications.

Julian began his career as a freelancer for New Straits Times, and then as a journalist with The Star in 1984. He switched to travel writing in 1989 and won the Tourist Development Corporation's Best Travel Writer award that same year.

Since 1991, he has established a career as a professional business and technology writer for various corporations, trade publications, magazines and online media.

As a web designer, he has developed various websites marketing niche services and raising awareness for non-government organisations.

As a media consultant, Julian has extended corporate writing services to companies such as IBM, HP, Accenture and Nestlé.

Most recently, Julian has designed, developed and conducted a Multimedia Journalism course for reporters, editors and photographers at The Star Publications, Bernama and RTM.

As a consultant and trainer Julian has trained executives and senior management of multinationals on Effective Media Relations, Effective Investor Relations, Online Advertising, Online Marketing, Effective Web Design, Corporate Blogging, Podcasting, Integrated Marketing Communications, Crisis Simulation and Crisis Communications.

Julian is the co-founder of training and media consultancy Trinetizen Media Sdn Bhd. He is also the father of two children and resides in Petaling Jaya.