



# TRINETIZEN MEDIA

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## EFFECTIVE SPOKESPERSON

*One-day training course for executives*

Do you know:

- what journalists want from an interview?
- who the top media players are?
- when to hold a press conference?
- how to handle tough questions?
- why media relations matters in a crisis?

Our customized course is built to meet the particular challenges of CEOs and executive management when facing the media.

Company spokespersons develop skills they can use in face-to-face interviews, when speaking in public and at press conferences.

They get a deeper understanding on how the local and international media works and how to consistently generate publicity for their product or service in print, on the Internet and on TV.

**We show you interview techniques to ensure key messages are delivered accurately every time.**

Learn how to:

- prepare for media interviews
- feel confident when talking to journalists
- develop rapport and build trust with the media
- maximise opportunities for better media coverage

**For more details contact:**

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### GET MEDIA SAVVY:

- Overview of different types of media
- Understand circulation, readership, viewership and online pageviews
- Newspaper hierarchy - who is important and why it matters
- Types of reporters and editors, and what makes them tick
- Identify and target the media that is right for your product or service
- Make every media encounter work

### HOW TO:

- Prepare for interviews
- Plan and deliver key messages
- Write effective press releases for maximum impact
- Conduct effective media conferences
- Use your email, corporate website, blogs and social networks to inform the media consistently

### 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.