

*2-day hands-on program on*

# ***Enhancing your organisation's PUBLIC RELATIONS***

**20 - 21 October 2008 ■ JW Marriott Hotel, Kuala Lumpur**

## ***COURSE HIGHLIGHTS:***

- Understanding the Media
- Preparing Your Boss for the Press
- Organising Media Events
- Creating the Press Kit
- Internal Communications
- Aspects of Public Affairs
- Crisis Communication
- Planning Company Events
- Working with PR Consultants

**AFTER ATTENDING THIS PROGRAM,  
YOU WILL RETURN TO YOUR  
JOBS WITH ...**

- *A comprehensive overview of the intricacies of Public Relations*
- *A better understanding of the role of Media Relations*
- *Knowledge of developing information for the press*
- *Knowledge of preparing well organised media events*
- *Better understanding of Internal Communications*
- *Knowledge of handling a communication crisis*

**METHODOLOGY**

*First-hand learning through actual case studies, role play, handling a crisis situation, tackle a national importance issue in a Issues Management exercise, learn how to be a PR problem solver, Q & A session*

**WHO SHOULD ATTEND**

*All P.R. practitioners who are responsible in dealing with the press and public and in corporate relations including those in marketing, human resource development, strategic planning, corporate communication, customer service, product development, market research and administration.*

*Day 1*

**Monday, 20 October 2008**

- 9:00 **MEDIA RELATIONS**
- Understanding the Media
  - What To Do When the Press Calls
  - Preparing the Boss for the Press
  - Maintaining Good Media Relations
  - Getting Media Coverage
- 10:30 Morning Break
- 10:45 **DEVELOPING YOUR MESSAGES**
- Identifying Your Media Needs
  - Writing Effective Press Releases
- 12:45 Lunch
- 1:45 **ORGANISING MEDIA EVENTS**
- Press Conferences / Briefings / Announcements/ Demonstrations / Signings / Launches
  - Developing a Media Database
  - Inviting the Media and Response Monitoring
  - Venue / Equipment / Backdrops / Refreshments
  - Creating the Press Kit
  - Preparing the Speakers and Emcee
  - Media Interviews at the Event
  - Reporting the Event to the Boss
- 3:30 Tea Break
- 3:45 **POST EVENT ACTION**
- What To Do About Absent Press
  - Post-Event Publishing Options
  - Monitoring and Analyzing your Event
  - Reporting the Event to Your Boss
- 5:00 Close of Day One

## Day 2

Tuesday, 21 October 2008

### 9:00 INTERNAL COMMUNICATIONS

- Understanding Management, Staff and Shareholder Interests
- Suppliers', Agents' and Retailers' Interests
- Newsletters and Bulletins
- Internal and External Feedback

10:30 Morning Break

### 10:45 PLANNING COMPANY EVENTS

- Annual Dinners / Family Day / Promotions
- Understanding Audience Tastes
- Entertainment / Staff Participation
- Recording your Event

12:45 Lunch

### 1:45 PUBLIC AFFAIRS

- The Role of a Good Corporate Citizen
- Community Relations
- Government Relations

### CRISIS MANGEMENT

- Understanding Crisis Management
- Creating A Crisis Management Team

3:30 Tea Break

### 3:45 USING A PR CONSULTANCY

- Recognising the Need for Help
- The Pros and Cons
- Realistic Expectations

### MEDIA AND PUBIC RELATIONS CLINIC

- Discussion on Issues Facing Practitioners

5:00 Close of Program

## LEARN FROM THE BEST

**MR SWITHIN MONTEIRO** is a Public Relations practitioner and trainer in Media and Public Relations. He is also advisor to several companies in the areas of event marketing and crisis communications.

He brings to this training his wide experience in newspapers, both as a journalist and editor, in-depth knowledge of marketing support for sports and entertainment events, production of promotional radio shows as well as editing of training and motivational publications.

A hands-on trainer, Mr. Monteiro has provided media and public relations services and staff training for several companies. He served as an advisor to the Ministry of National Unity and Social Development for its Kamau Aku Seiring campaign in 2003.

He was also the consultant for projects such as the launch of KL Sentral, the development of "Top of the Pubs", the Malaysian International Jazz Festivals, Australian Music Showcase, Le Tour de Langkawi, JVC Asian Badminton Championships. He was also the producer of promotional radio shows for Hongkong Bank and Shell Malaysia.

Prior to establishing his specialist agency, Swithin Monteiro Media - PR, Mr. Monteiro was an account supervisor and core member of the media training team at Burson-Marsteller.

Mr. Monteiro is a graduate in Mass Communication studies from Universiti Sains Malaysia.

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**IZMEE CHE ISMAIL** CM, PGDip, MBA, PhD is a brand communication consultant and trainer. Prior to that, Dr. Izmee, held CEO Positions in international companies like IMG Malaysia (International Management Group, the world's largest sports & entertainment marketing company), G2 Malaysia and Singapore (a member of Grey Global Group) and Pesaka Grey Sdn. Bhd.

In 2003 Dr. Izmee founded Esmile Limited (New Zealand), brand communication consulting company, to conduct businesses in Australasia. Then this year, his second company, Esmile General Sdn Bhd was established to take advantage of demands in Malaysia, Singapore, Indonesia and Hong Kong. Dr. Izmee started his career in Marketing and PR which led to promotional work handling large events like Le Tour de Langkawi, the Dunhill and Kent events, Johnnie Walker Classic golf tournaments and many more.

His experience in international events earned Dr. Izmee a front page entry in a New Zealand business newspaper billing him as "A world event expert" and soon after the Trusteeship in New Zealand's largest ballooning event, the Balloons over Waikato Charitable Trust.

From 1980, Dr. Izmee lectured on part-time basis in London, Kuala Lumpur, and Auckland and Hamilton in New Zealand. His contribution in the academic affairs at Waikato Institute of Technology in New Zealand earned him the prestigious award, the MVP in 2006. Dr. Izmee has also been engaged as Speaker and Trainer in Marketing and Promotions seminars in Malaysia, Singapore, New Zealand and Australia.

Enhancing your organisation's PUBLIC RELATIONS

Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Email \_\_\_\_\_  
 Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Email \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Approving Manager's Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 E-mail \_\_\_\_\_

Update your details at [www.cmtevents.com](http://www.cmtevents.com)

**Fees:** The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
<b>Regular Fee</b>	<b>RM2,295</b>	<b>RM1,995</b> <b>(MIN SAVINGS OF RM900)</b>

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

**Cheques :** Crossed & payable to  
**"Centre for Management Technology Sdn Bhd"**

Photocopy Registration Form to Preserve Brochure Copy. October 2008

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**TO REGISTER**

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 Fax: (603) 2162 6393  
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 218 Jalan Ampang, 50450 Kuala Lumpur

**TELEGRAPHIC TRANSFER**

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**CERTIFICATE OF COMPLETION**

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to you career.

CMT into our 25th year is a global conference organizer HQ in Singapore. CMT's dedicated team works closely with market leaders to analyze the latest industry trends and provide information supporting your decision making. Our annual 60 events encircle the globe from Asia Pacific to the Middle East to New Europe/Russia and Latin America.

**COURSE TIMING**  
 Registration: 8.30 am, Course Begins: 9.00 am,  
 Morning Coffee: 10.30 am, Lunch: 12.45 pm to 1.45 pm,  
 Tea Break: 3:30 pm, Course Ends: 5.00 pm

Register online ~ [www.cmtevents.com](http://www.cmtevents.com)

A 2-Day Intensive Course On

## Fraud Investigation & Reporting Techniques

18 - 19 August 2008

• Berjaya Langkawi Beach & SPA Resort, Langkawi

**COURSE HIGHLIGHTS:**

- Introduction To Fraud
- Strategic Implication Of Fraud
- Who Are Fraudsters & What Motivates Them
- Introduction To Investigation
- The Investigator
- Introduction To Evidence
- Effective Note Taking
- Interview Techniques
- Questioning Techniques
- Voluntary Statements
- Investigation Report Writing



- Video presentation will cover the confession of actual fraudsters who have committed fraud
- Sample of Corporate Ant-Fraud Policy which is essential for all organisations

A 2-day intensive course on

## ACQUIRING & MANAGING HUMAN RESOURCES

*Key Strategies in Attracting, Motivating & Retaining Talent*

27 - 28 August 2008 • Hilton Petaling Jaya

**COURSE HIGHLIGHTS:**

- Prerequisites
- The Context Of Managing Human Resources
- Human Resource Planning
- Attracting And Retaining Human Resources
- Motivating Human Resources
- Quality Of Work Life
- Group And Inter-Group Dynamics
- Culture, Leadership, Power And Politics
- The Value Of Human Resources