

Media Mastery: A Strategic Approach to Handling Interviews & Press Conferences and Managing Media Crises & Controversies

1-Day Seminar-Workshop for

CEOs, Managing Directors, CFOs, Executive Directors, COOs, GMs, and Corporate Communications, PR, and Marketing Professionals

Date: 20 September 2023
(Wednesday)

Time: 9.00am - 5.30pm

Venue: Armada Hotel,
Petaling Jaya, Selangor



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“ THE most important aspect in managing the news media is in the answering of journalists’ questions. Say the right thing, it will make you and your company look good. Say the “wrong” thing, you will put both in trouble. You may create a crisis or worsen an existing controversy.

BUT, if you know the journalists’ tricky ways in asking questions and how you should respond to them, you will not be led into saying the “wrong” thing that is sensationally good for news but bad for you and your company.

Having this knowledge and the skills to handle journalists and their questions, you don’t have to worry about journalists “misquoting” or “manipulating” what you say or taking your interviews and press conferences out of context.

You can, in fact, make the journalists write your key messages and what you want them to write.

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

Journalists all over the world use the same questioning techniques. And how you should respond to them to gain the upper hand in any interview is pretty much the same in any part of the world.” – *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 their companies’ spokespersons before events.

The Speaker/Trainer



SW Chan, Media Strategy Advisor/Trainer (HRDC-Certified)

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

MODULE 2

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

MODULE 3

How to Act Pre-emptively to Overcome a Media Crisis or Controversy

Practical Session

(Participants on voluntary basis are interviewed by real 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: Please click the link below

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