“Never allow journalists to control you with their questions. You don’t have to answer their questions if you don’t want to. Evade their questions if you must.

Because if they are in control of the interviews, the journalists – particularly the competent ones who know what to ask and how to ask – will make you say exactly what they want you to say for an interesting news story.

Remember, what is interesting or sensational to news is usually damaging to you and your company.

Give me 4 hours and I’ll give you the media skills to handle journalists and their questions.

You can apply these skills in handling the local, foreign as well as the international news media not only in Malaysia but in any part of the world. ” - SW Chan

Target audience

- CEOs
- MDs
- COOs
- GMs
- CFOs
- VPs

MICCI Members: RM800
Non-Members: RM850

Contact person

MICCI Secretariat
Ms. Jeannie / Mr. Shafik
jeannie@micci.com / shafik@micci.com

13 March 2013
9.00am - 1.15pm
Armada Hotel, Petaling Jaya
The SEMINAR

MODULE 1
Taking Control of your Press Conferences (PCs) & Media Interviews

DO NOT blame journalists if they write negative stories from your PCs or media interviews. They are only doing their job in producing news stories that are interesting to their audiences. And negative news obviously is more interesting and sells better than positive news. To journalists the world over, “bad news is good news, good news is no news”.

It is, therefore, crucial that we guide you here on how to handle PCs or interviews, and respond to questions in such a way that you give the journalists no opportunity to write negatively. You must take control of your own PCs or interviews otherwise you will fall victim to the journalists’ tricky ways of asking questions, which will lead you into unsuspectingly giving all the answers they want for a story good for news but bad for you and your company.

We will also show you how leaders of different countries such as Malaysia, the United States, Singapore, Australia, the United Kingdom, Thailand and China, handle certain media interviews.

MODULE 2
Handling Tricky Media Questions

SOMETIMES you just cannot answer yes or no to a question. Because a “yes” will make you look foolish, and a “no” will make you look dumb. Or perhaps, a “yes” may damage your company’s reputation, and a “no” may ruin your company’s corporate image. So, how are you going to get out of a tricky situation like this?

We will share with you a list of solutions, or ‘escape routes’, that corporate leaders, politicians and governments of the world have already been using to evade sensitive or difficult media questions.

We will also guide you on how to use various effective answering methods to overcome tricky media questioning techniques which can sensationalise what you say or make you say what you do not wish to say.

You will also be shown how to overcome journalists’ statement-cum-question tactic, and how to avoid being cornered by them into saying things you may regret later.

The SPEAKER (TRAINER)

SW CHAN, a former senior journalist, is a media strategy consultant and a specialist trainer in media handling and media crisis management skills.

He has 18 years of experience in journalism and 12 years in his current field, media consultancy and media training. He has provided expert media guidance on consulting basis to major companies and media-trained corporate executives (including chief executives and directors) and government officers since year 2000.

Besides holding public and in-house media-training programmes for diverse companies and organisations, he conducts media skills training for Malaysian and foreign diplomats in diplomatic courses organised by the Institute of Diplomacy & Foreign Relations (IDFR) of the Ministry of Foreign Affairs.

He has also been appointed an external trainer on media crisis management to oil and gas company Shell since 2003.

Prior to becoming a Media Strategy Consultant/Trainer in year 2000, Chan was a journalist in both newspaper and TV journalism with three leading news organisations for 18 years.

He was a Reporter, Staff Correspondent, Senior Writer and Sub-Editor in The Star, Senior Editor in The Sun, and Managing Editor, News, in ntv7.

He was a pioneer editor involved in the start-up operations of The Sun and ntv7.

The media skills he presents in his training programmes are applicable in dealing with the local, foreign as well as the international news media not only in Malaysia but anywhere in the world.
The PARTICIPANTS

HERE are some of the companies or organisations which have participated in SW Chan’s public or customised in-house media skills training programmes:

- AEON
- Axis REIT
- Bank Negara
- Bank of Nova Scotia
- Boustead Holdings
- BP Chemicals
- BP Petronas Acetyl
- Bumi Armada
- Bursa Malaysia
- Carigali Hess
- CIMB Aviva Assurance
- Du Pont
- Dewan Bandaraya KL
- ExxonMobil
- Federation of Public Listed Companies
- Gamuda
- Gleneagles Hospital
- HSBC Bank
- IJM Corporation
- K & N Kenanga
- KFC Holdings
- KUB Malaysia
- Lafarge Cement
- Malaysia Airlines Cargo
- Malaysia Airports
- Maybank
- Mercedes Benz
- Merck Sharp & Dohme
- Monash University
- Malaysian Institute of Accountants
- Motorola
- Mulpha International
- Murphy Sarawak Oil
- Pacific Mutual Fund
- Pantai Hospital
- Perbadanan Putrajaya
- Petronas
- Port of Tanjung Pelepas
- PricewaterhouseCoopers
- Prudential Assurance
- Prudential BSN Takaful
- Razak School of Govt
- Sabah Tourism
- Sarawak Energy
- Seagate Industries
- Siemens
- Shell
- SME Corporation
- Standard Chartered Bank
- Sunway Group
- Suruhanjaya Tenaga
- Tanjung Offshore
- Telekom Malaysia
- Tenaga Nasional
- 3M
- Titan Chemicals Corp
- Top Glove Corporation
- Tupperware Australia
- UEM Group
- UM Land
- Zurich Insurance
REGISTRATION

Seminar Fee (HRDF-SBL claimable)
(Inclusive of course notes, refreshments and hotel’s buffet lunch)

REGISTRATION FORM

I/We would like to register for the half-day seminar "Handling Press Conferences, Media Interviews & Tricky Media Questions" on 13 March 2013

Name (1) ________________________________________ Email ______________________________

Designation ___________________________ Email ______________________________

Name (2) ________________________________________ Email ______________________________

Designation ___________________________ Email ______________________________

Name (3). __________________________________________ Email ______________________________

Designation ___________________________ Email ______________________________

Company & Address __________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Telephone ________________________________ Fax ________________________________

Contact Person ___________________________ Email ______________________________

All cheques are to be made payable to:

Malaysian International Chamber of Commerce and Industry

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