



# Media Interviewing Skills

Media Interviewing Skills

Date: **2<sup>nd</sup> October 2009**

Venue: **outLOUD Academy, Damansara Perdana, P.J**

Organized By: **ATCEN<sup>SM</sup> ACADEMY**

## WORKSHOP DESCRIPTION

The first few seconds of a media interview, like a job interview, are important for creating the right impression. The Media Interviewing skills workshop focuses on the arts of being interviewed, of interviewing, and of media training.

## WORKSHOP OBJECTIVES

- Understand who is the media and how the media works
- Develop better communication skills to become more influential and effective
- Understand the key barriers to communication and learn how to overcome them
- Develop persuasive skills through effective communication
- Understand human behavior as a basis to improve communication

## WHO SHOULD ATTEND?

This workshop is for **senior management** who has to meet the media regularly and want to make a positive impression and have their key messages delivered clearly, succinctly and effectively.



**Facilitated by Freda Liu**  
Associate Consultant

Freda is a Certified Professional Coach from Corporate Coach Academy, accredited with International Coach Federation, the world's most recognized coaching body. She is also a producer and presenter on BFM 89.9 ([www.bfm.my](http://www.bfm.my)), an independent and only business radio station. Hosting Enterprise, she has conducted hundreds of interviews with CEOs and Captains of various industries. To date, she has picked the brains of Marketing Gurus Jack Trout & Al Ries, Financial Gurus Robert Kiyosaki and Kim Kiyosaki and MP Tony Pua, just to name a few. In her time spent talking to people every day, it is not the language used but the heart of the language being used that comes across the strongest and boldest. The best stories usually come from the heart!

Freda has spent more than a decade in the communications industry with an international public relations consultancy (Edelman PR Worldwide) to working as the Communications Manager for IBM in Malaysia and across Asia Pacific. Having been on both sides of the equation, she understands the challenges and opportunities in communications. She has worked with a variety of clients in a myriad of industries from financial, IT to healthcare. These include Maybank, UPS, Schering-Plough, Caltex and Eu Yang Sang. In her role in IBM, she supported projects like Global Opportunity Marketplace which was IBM's recruiting tool and the Financial Services Sector.

Whilst working in the corporate world, Freda also honed the other aspects of communication in the broadcasting arena as an English news presenter for TV2 and Radio 4 (now Traxx FM), the national TV and radio broadcasting station. Freda has experienced the complete gamut in communications from doing voiceovers for various organizations and as a member of The Voice Guild and also as a Master of Ceremony for key corporate events. She has also spoken professionally in Malaysia and Singapore in the area of Marketing. She also enjoys writing and has contributed to several publications like JetStar Asia. She used to lecture in Public Relations at the Institute of Advertising Communication & Training (IACT).

# MEDIA INTERVIEWING SKILLS WORKSHOP

## WORKSHOP OUTLINE

### 900-1030 **WHO IS THE MEDIA AND HOW THEY WORK**

- Print, Radio, and TV – How relevant are they now?
- Twittering, Blogging, Facebooking: New Media – What role do they play?
- Understanding your target audience
- Changing the way you communicate through the different media – Yes or no?
- Preparing your key messages

1030-1045 *Morning Tea Break*

### 1045-0100 **FUNDAMENTALS OF EFFECTIVE COMMUNICATION**

- What's your communication style?
- How to overcome barriers in communication
- Verbal and non-verbal aspects of communication
- Basic etiquette
- Role Play 1: Handling interviews

1300-1400 *Lunch*

### 1400-1530 **COMMUNICATION FOR LEADERS**

- Information is not communication: 10 Cs of communication
- Role Play 2: Handling interviews

1530-1545 *Afternoon Tea Break*

### 1545-1700 **PRACTISE, PRACTISE, PRACTISE**

- Role Play 3: More interviews!

# REGISTRATION FORM

## MEDIA INTERVIEWING SKILLS WORKSHOP

2<sup>ND</sup> OCTOBER 2009, OUTLOUD ACADEMY, DAMANSARA PERDANA, P.J

### Delegate 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Delegate 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Delegate 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### WORKSHOP INVESTMENT - RM 899 PER PARTICIPANT

*The investment includes lunch, refreshments and training materials. **The program is PSMB claimable.** Subject to PSMB approval.*

**Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

### WAYS TO REGISTER

All cheques are to be made payable to **ATCEN Communications Sdn Bhd** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana 47820 PJ,  
Malaysia.**

**Tel : +603 7728 2623 Fax : +603 7728 2620**

**Enclosed is our cheque for the event**

**RM** \_\_\_\_\_

**HUMAN RESOURCE / APPROVING MANAGER:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature : \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

### TERMS & CONDITIONS

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

### HOW DID YOU KNOW ABOUT THESE EVENTS?

Kindly tick ( ✓ ) your choice(s)

- From Email Notification
- From Colleague, Management, HR or Training Department
- Others: \_\_\_\_\_

Version 1.5

### For Office Use Only

Contact Person:

Invoice Number:

Remarks: