



# Mastering Media Management Skills

- *Communicating effectively with and via the media*

with **Diana Ser**

## Date

Friday, 18 July 2008

## Time

9am to 5pm

## Venue

Le Méridien Hotel

## Fee

S\$895 nett

(including buffet lunch,  
coffee breaks, course manual  
and DVD recording)

## Who should attend?

Public Relations  
Professionals, Marketing  
Communication Personnel,  
Company Spokespersons,  
Entrepreneurs and any one  
who wants to master the skills  
of handling the media



Do you have a love-hate relationship with the media? You hate it that you have no control over what is reported about your organisation, but you love the free publicity that comes with positive coverage.

The media is one of the key avenues that successful organisations build and maintain relationships with their stakeholders. With new technology and the rise of citizen journalism, organisations are facing increasing scrutiny on all aspects of their businesses.

What exactly does the press want and how can you give it to them? What about your own agenda?

The fact is, relationships with the media can and should be managed by learning the right skills. Win-win outcomes are entirely possible - if you know how.

**This intensive and hands-on one day workshop shows you how you can engage the media and turn every media encounter into an opportunity for your organisation.**

*As a media veteran, Diana demonstrated a keen and discerning eye for video news production. And this shows in her workshop...which had the breath and depth to convey skills that we can put into practice immediately.*

- Edvard Heng,  
Senior Writer, Cnet Asia.



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Organised by



Executive Seminars

Inspiring Business Excellence

## Workshop Objectives

- Learn an arsenal of skills and techniques to deliver key messages and manage the media
- Develop an understanding of how the media works
- Challenge participants with practice interviews simulating high pressure situations
- Learn to appreciate that the media has a different perspective

## Methodology

- On camera, one-to-one interview practice
- Small class size
- Play back, critique and tips to improve
- Individual and group exercises to make learning more engaging
- Plenty of media examples and interactive discussion

## Workshop Highlights

### Understanding the media you deal with

- What makes news
- Newsroom hierarchy
- What reporters want vs What you want
- Differences between print, broadcast and online media

### Before the interview

- Questions to ask before saying yes to that media request
- Identifying target audiences
- Defining and refining key messages
- Preparing the Q&A

### During the interview

- Establishing rapport with the journalist
- Difference between print and broadcast interviews
- Techniques to control the interview
- Handling tough questions
- Body language, tone and pacing

### After the interview

- Offering written materials
- Monitoring coverage
- Tips for engaging the media

## About the Organiser

**LCI Executive Seminars** provides quality training in communication and managerial skills for corporate organisations. Our public workshops and customised in-house training programmes are tailored to help professionals develop new workplace skills or enhance their existing skills. Some of the organisations that have send employees to our public workshops include Economic Development Board, Hewlett-Packard, IBM, Prime Minister's Office, NCS, Nokia and StarHub.

### LCI Executive Seminars

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## About the Trainer

**Diana Ser** is one of the most recognisable faces in the local media industry with some 15 years experience as a journalist and TV host. She is best known for her tough interviewing skills on Channel NewsAsia's award-winning programme, Get Real!. Throughout her career, Diana has interviewed multiple newsmakers including Singapore ministers, London mayor Ken Livingstone and entertainers such as Julia Roberts, Gong Li and Jennifer Lopez.

Diana is now co-owner of a public relations consultancy. Her journalistic background and PR practice give her invaluable insights as a media coach. She has a Masters of Communication from Nanyang Technological University. Before joining Channel NewsAsia, Diana spent three years as a columnist and reporter at the Singapore Press Holdings.

*The session was lively and interactive. Diana's insights and practice prepare one well for media interviews.*

- Tony Seow, Managing Director, Purple Sage

## REGISTRATION FORM

Fax to LCI Executive Seminars at (65) 6376 2260

Please register me/us for the workshop 'Mastering Media Management Skills' on 18 July 2008 at S\$895 nett per person (including buffet luncheon, coffee breaks and workbook)

| Name           | Designation | E-mail | Telephone |
|----------------|-------------|--------|-----------|
| _____          | _____       | _____  | _____     |
| _____          | _____       | _____  | _____     |
| Contact Person | Designation | E-mail | Telephone |
| _____          | _____       | _____  | _____     |

Company \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

### TERMS AND CONDITIONS

1. Please make your crossed cheque payable to 'LCI Executive Seminars' and mail to LCI Executive Seminars, 10 Anson Road, #15-14 International Plaza, Singapore 079903.
2. Cheque payment must be received by us one week before the date of the workshop.
3. Refund or cancellation will not be allowed after confirmation of registration and/or payment. You may send a replacement should be registered participant be unable to attend.
4. LCI Executive Seminars reserves the right to make changes to the workshop schedule and venue if warranted by circumstances beyond its control.