

# CEO MEDIA TRAINING

*A Signature Course*

By BANG Public Relations



## Everybody's listening...

As a CEO, every time you are in the media spotlight is a chance to put your corporation in a good light.

Knowing what to say to a journalist, and how to say it well, will enhance the reputation and value of your company.

While many may not be born with this skill, the good news is that it can be learnt and perfected.

## Media training tailored to your business

If you wish to enhance your reputation by presenting yourself well and sending your message convincingly to the media, you must attend BANG PR's half-day media training clinic designed for CEOs.

At this **highly interactive one-on-one session**, you will learn what to do when "confronted by the camera", and how to leverage on your strengths when speaking to journalists. Topics include:

- What makes news
- What stories to present to the media and how to present them
- How to craft compelling messages
- How to look your best during an interview
- How to handle tough questions and contentious issues
- How to build your credibility with reporters

No other media training session offers individual coaching with two highly experienced PR practitioners and on-camera practice session.

What's more, you will also receive on-site support for your first media interview after the training, plus a handy guide to help you, long after the training has ended.

## What other CEOs say

*Feisal and Juat are confident and professional coaches with excellent knowledge of the media. The media coaching session was very rewarding. Watching the video playback was especially useful as it gave me really good insights into what journalists look for in a story. I'm sure this will help shape our public relations strategy in future. I strongly recommend heads of organisations to attend BANG PR's CEO Media Training.*

Lim Hun Joo, Country Manager  
RHB Bank Singapore

## Your Trainers



### Koh Juat Muay

Juat is an accomplished PR professional with both client and agency experience. As Managing Director, Juat stays involved with each account to provide strategic direction and support for BANG's clients.

Juat has worked with a wide variety of corporations and industry leaders such as, Media Development Authority, RHB Bank Singapore, National Library Board, Sheraton Towers, MYOB Accounting Software, Hallmark Channel and The Salvation Army. She has briefed CEOs and senior spokespersons on the basics of effective media communication and how to build on their communication strengths in preparation for media interviews.



### Feisal Abdul Rahman

Feisal is a communication specialist with deep experience in coaching spokespersons and PR training development in government for the past 11 years. As Account Director at BANG PR, Feisal is responsible for PR strategy, while building and managing solid account teams that deliver results.

Feisal regularly briefs corporate CEOs in effective spokespersonship and interview techniques. He has helped corporations and business leaders to enhance their reputations by building their credibility with reporters. He also works with them to craft convincing PR messages that support brand positioning and business goals.

**Call Tracy Wan at Tel: 6238 2365  
or email: [tracywan@bang.com.sg](mailto:tracywan@bang.com.sg) for enquiries  
on session dates and registration**