

Media Communications Skills For Engineers



Introduction

A practical one-day intensive training course that aims to ground participants who have to present their organization to the wider world - with media skills. Strategies and techniques that will enable one to be at ease and effective in a variety of presentation settings.

Why should I attend? "I pitch to my company all the time" – yet, some people take 10 minutes to answer a question like "What does your company do?"

Media training can help you as executives/professionals translate complicated narratives into sound bites journalists will appreciate.

"I'm already well-spoken and comfortable speaking." Executives who are polished on panels and stages and can command a room, well those are great skills to have but with media training, they can be refined for one-on-one exchanges with journalists. Media training can further enhance a good speaker's ability to bridge to and/or flag key messages.

"I did media training before" – well, a refresher never hurts. With media training, your skills get refined with practice.

The course deploys live video recording and playback of simulated interviews for feedback and learning.

Objectives

- Understand the basics of media interview and presentation
- Learn how to pitch a message effectively
- Manage difficult interviewers
- Avoid pitfalls in media communication
- Familiarise with the equipment used in media interviews
- Experience a simulated media interview

Target Audience:

Engineers with at least four or five years of experience in the field. You do not need a media background to join this course.

Speaker's Profile



Mr Augustine Anthuvan has been a journalist for more than 20 years. Having interviewed Heads of State, Government, Military, U.N. & ASEAN Officials, CEOs and leading academics - his ability to conduct in-depth research coupled with his analytical skills places him in a unique position to offer consultancy for government agencies, the private sector and NGOs. 22 years of professional journalism experience - Augustine was Radio Singapore International's Assistant Programme Director, radio broadcaster & producer for 7 years (1997-2005), reporting on socio-political developments in Southeast Asia. In 2005, he joined Channel NewsAsia (CNA) and has worked in news and current affairs. Over the span of 14 Years (2005-2019), Augustine as a senior TV journalist, covered numerous local and overseas news assignments; has written, produced and narrated several news features and documentary programmes & became CNA's Executive Producer for the Perspectives TV panel discussion series which he helmed for 8 Seasons (2012-2019).

An established live commentator for national events - he is also a voice talent, speaker and media literacy facilitator. He is one of Singapore's most experienced media trainers, and has been a decade-long forum moderator at numerous events. Augustine is now an independent strategic media relations consultant, moderator and media trainer. He also lectures on communications and journalism.

Augustine holds a Master of Environmental Management from the University of Adelaide endorsed by the United Nations Environment Programme (UNEP).

Course Details

Date: 8 Aug 2024

Time:

9.00am to 6.00pm - Classroom training

Venue : **IES Academy@Jurong East**

Devan Nair Institute
for Employment and Employability,
80 Jurong East Street 21, #04-10
Singapore 609607

CPD : To be confirmed

Fees (inclusive of GST):

IES Member: \$817.50

Non-member: \$926.50

Certificate:

Certificate of Attendance will be given to participant with 100% attendance

Contact person:

Eddie Seng, Tel: 6460 4248

Email: eddie.seng@iesnet.org.sg

Course Schedule

Time	Course Topic	Activity
0900 – 0930	Course overview Participants self-introduction and review the objectives of the training.	
0930 - 1030	Story telling – saying it in 90 seconds Learning how social media works, what they want and need will pave the way for you to communicate effectively and meet the expectations of the public; develop, prepare and deliver a key message to the public. <i>Embracing social media</i> - Getting everyone in the organization to embrace both traditional media and the new media ecosystem. Finding out why these interviews on new media are very valuable and can lead to traditional media opportunities. <i>(Learning Objective: participants will be able to prepare compelling and relatable messages; get the message into different types of media; incorporating the key learning points of the course onto the company website.)</i>	Participants introduce themselves and their organization in a minute – videotaped as a baseline recording for review and discussion. Participants view social media examples for review.
1030 – 1045	Tea Break	
1045 - 1130	Speaking and connecting with the audience Participants will practice delivering a key speech on camera. Learning how to reformat your speech with key messages into a format the public can appreciate. Learning to give the audience something to take away and speaking in the language of the people. <i>(Learning Objective: participants will be able to communicate key messages clearly, concisely and effectively; Knowing who your target audience is will help shape your message.)</i>	Building on the first exercise, participants prepare and hold a media conference with Q/A - for review and constructive critique/discussion.
1130 - 1215	Fine Tuning the Message Learning how to create sound bites and quotable quotes the public can connect with and the media can't resist. And leaving the training course with a list of sound bites you can actually use in the future. <i>(Learning Objective: Knowing that going into an event prepared and focused will ensure success.)</i>	
1215 - 1315	Lunch	
1315 - 1400	Looking and Sounding Good on TV How you would carry out your media appearances, minimizing distractions so viewers can focus their attention on the message. <i>(Learning Objective: Managing one's appearance and keeping distractions to a minimum enhances message retention.)</i>	Participants review actual media coverage.

1400 - 1600	<p>The spokesperson</p> <p>Participants will play the role of a spokesperson; be a master at answering difficult questions especially in one-on-one interviews and present their message in a clear and credible way. Learning how to think faster and better on your feet, improvising on the spot when faced with unexpected questions. To stay poised while composing one's thoughts and preparing the response.</p> <p><i>(Learning Objective: how to 'not bury the lead', how to speak confidently, answer questions and not be nervous; knowing that the best chance for a successful interview lies in preparation, identifying the news angle.)</i></p>	Participants working with a given scenario will be immersed in a fast-talking scene where one would have to think on the fly. Participants will be videotaped for review and constructive critique.
1600 - 1615	Tea Break	
1615 - 1745	<p>Media conference - Crisis Communications</p> <p>How to prepare for a media conference; anticipate questions from 'journalists'; conduct in-house dry runs before the real deal starts. Gaining confidence in delivering the message; managing difficult or unexpected questions from media; offering 'good' sound bites and quotable quotes - getting your story covered.</p> <p>Learning how to build on an existing crisis communication plan, building on existing material; knowing that during an unexpected crisis or event, the media can be strong allies in getting your messages out quickly and accurately.</p> <p><i>(Learning Objective: deciding what information is presented, how it is presented, and who presents it. Taking control of and understanding the key elements of the media conference process.)</i></p>	Participants will prepare for a scenario on the spot. Videotaped media conference for review and constructive critique.
1745 - 1800	<p>Review and Workshop evaluation</p> <p>Day ends – Group Photo and Farewell</p>	

Registration Form

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Fees (inclusive of GST):

IES Member: \$817.50

Non-member: \$926.50

Please register by completing the form to eddie.seng@iesnet.org.sg

Personal Particulars

*Name (as in NRIC):	Mr./Ms./Er./Ar.		
*HP No.:		*Email Address:	*Work:
*Designation:		*Company:	*Personal:
*Mailing Address:			
PE/RE/RTO No:		Meal:	<input type="checkbox"/> Vegetarian <input type="checkbox"/> Normal

Contact Person Details (For company sponsor only)

*Name:		*Contact No.:	
*Email:		Designation:	
*Company Name		*Company UEN	

Acceptance of Terms and Conditions for Registrations of IES Academy's Events

I agree to abide by the Terms and Conditions for Registration of IES Academy's Events.

Name: _____

Signature: _____

TERMS & CONDITIONS COURSE REGISTRATION

Registration

Any registration, whether on-line or fax will be on a **first-come-first-served basis** and will only be confirmed upon receipt of full payment by IES Academy Pte Ltd unless otherwise invoice to company.

All registrations must be submitted with duly completed registration form.

Closing Date

The closing date of the event will be 14 days prior to event commencement date.

Confirmation of Registration

Confirmation of registration will be given 14 days prior to the commencement date via email. If you do not receive the said confirmation email, you are required to contact IESA general admin immediately at 6463 9211 (office).

IESA reserves the right to allow only confirmed registrants to attend the Event.

Withdrawals/Refunds of Fees

Written notice **at least 2 weeks in advance** before the commencement of the event

Full course fee shall be refunded subjected to 4.5% transection charge.

➤ **NO** refund otherwise.

No show of participant would not be accepted as a valid reason for withdrawal/refund.

One-time replacement is allowed only if written notice is received by us at least 2 weeks before the commencement of the event. However, when an IES member is replaced by a non-member, the participant has to pay the difference in the relevant fees.

Cancellation/Postponement

Changes in Venue, Dates, Time and Speakers for the Events can occur due to unforeseen circumstances. IES reserves the full rights to cancel or postpone the Event under such circumstances without prior reasons. Every effort, however, will be made to inform the participants or contact person of any cancellation or postponement.

Fees will be refunded in FULL if any Event is cancelled by IESA.

PERSONAL DATA PROTECTION ACT

I consent to the processing by Institution of Engineers, Singapore of personal data, including sensitive personal data as defined in the Data Protection Act 2014, about me for the proper purposes of Institution of Engineers, Singapore (IES). I undertake to observe the provisions of the Data Protection Act 2014 in relation to any personal data I may myself hold and process as a Members of Institution of Engineers, Singapore, and I agree to indemnify Institution of Engineers, Singapore from liability for any claims or damages that may arise from the processing of this data. For more information kindly refer

to: <https://www.ies.org.sg/Tenant/C0000005/PDF%20file/PDPA/PDPA.pdf>.