

EXECUTIVE WORKSHOP

MEDIA RELATIONS & CRISIS MANAGEMENT

Navigate the Narrative. Lead with Confidence.

A high-impact, practical workshop empowering leaders and communication professionals to manage media effectively and communicate with confidence in times of crisis.



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HRDF Claimable Programme
Training ID: 10001685261

PROGRAMME MODULES

1

INTRODUCTION TO MEDIA RELATIONS

- Explore the role of media in business.
- Identify key stakeholders.
- Understand the media landscape in Malaysia.

9:00 AM - 10:30 AM

2

EFFECTIVE MEDIA ENGAGEMENT STRATEGIES

- Writing effective press releases.
- Techniques for successful media pitching.
- Best practices for handling media interviews.

10:45 AM - 12:30 PM

3

CRISIS COMMUNICATION FUNDAMENTALS

- Crisis communication planning.
- Developing response strategies.
- Managing media relations during a crisis.

1:30 PM - 3:00 PM

4

CASE STUDIES AND GROUP EXERCISES

- Analysis of real-life case studies.
- Group exercises on media and crisis management.
- Debriefing and feedback sessions.

3:15 PM - 4:30 PM

5

Q&A AND WRAP-UP

- Open Q&A session.
- Summary of key takeaways.
- Certificates

4:30 PM - 5:00 PM





PROGRAMME HIGHLIGHTS

- Learn from a seasoned media and crisis leader
- Real-world case studies from the Malaysian context
- Practical frameworks you can apply immediately
- Interactive discussions and crisis simulation
- Certificate of Participation (HRDF Claimable)

WHO SHOULD ATTEND

-  Public Relations Professionals
-  Corporate Communications Team
-  Business Leaders & Managers
-  Government & GLC Representatives

PROGRAMME DETAILS

-  **Date**
19th May 2026
-  **Time**
9:00 AM - 5:00 PM
-  **Venue**
DoubleTree by Hilton Kuala Lumpur
-  **Capacity**
Limited to 25 Participants



MUSTAPHA KAMIL

Former Group Managing Editor and CEO The New Straits Times Press (M) Bhd.

30+ Years of Leadership in Media, Communications & Content

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