

# CRISIS SAFE & SOUND - SPOKESPERSON AND SOCIAL MEDIA BEST PRACTICES

SS 18 (1 DAY)

## COURSE OVERVIEW

Saying the right thing at the right time is crucial during any kind of crisis. And knowing the right thing to say, while showing empathy, is tough without the proper guidance, preparation and practice. Social media has now made it near impossible for CEOs and spokespersons to hide behind press statements. When stakes are high, even the smartest people can be caught off-guard and fail miserably. Being a spokesperson is almost like an improv act – where one needs to react on the spot with a well-thought-out response. Learn how to look and sound your best in a crisis with our **3P Strategy**.

## COURSE OBJECTIVES

At the end of this course, you will be able to :

- ⇒ Be the face and voice of the company to positively influence perception
- ⇒ Understand what media wants and manage their expectations
- ⇒ Handle media interviews with finesse
- ⇒ Avoid common PR mistakes
- ⇒ Know how to react and what to say in any situation

## COURSE AUDIENCE

- ⇒ Leadership Team (CXO)
- ⇒ Board Members, Directors
- ⇒ Key Spokesman
- ⇒ PR Team
- ⇒ Crisis Communication Team

*\*This training is a small group training and highly interactive.*

## COURSE OUTLINE

### Build Presence

- Develop a Voice that conveys confidence, authority and trustworthiness
- Master non-verbal communication skills to enhance presence
- Learn powerful interview techniques to handle tough questions
- Handle media like a pro in press conferences, one-to-one and door-stop interviews
- Look good on camera with basic knowledge of audio and visual equipment

### Be Prepared

- Understand what traditional and social media want
- Establish AIM (Audience, Intent, Message)
- Do homework before media interview
- Develop key messages, talking points and press materials
- Establish ground rules for media interaction
- Build rapport with media *before* a crisis

### Shape Perception

- Communicate with the Spoken Word (vs Written Word)
- Learn Tips and Tricks to shape story and get message across
- Speak in clear and concise soundbites with context
- Learn key phrases and sentences to use in media interviews

### \*FEES

Type of Fee	Fee
Early Bird Fees**	SGD 799
Normal Fees	SGD 899

\* Prices are before GST

\*\* Register 4 weeks before course date to enjoy Early Bird fees

CLIENT & GROUP RATES AVAILABLE!  
CONTACT US FOR MORE DETAILS



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## HOW HWEE YIN

Hwee Yin is a media specialist with more than 10 years of experience in the Media and Public Relations industry. She has worked as a broadcast journalist and producer at MediaCorp for three years, and then as a PR practitioner at Singapore Airlines for almost a decade. She was later a consultant at an award-winning public relations consultancy, PR Comms, for five years.

She honed her editorial skills at MediaCorp and was trained in single camera operation. As a producer, she has covered major events such as the September 11 attacks and the SIA air crash in Taipei. She has also produced many human interest stories in Malaysia. During her stint with Singapore Airlines, she specialised in public relations in the Greater China regions and Japan. She has also worked with one of Asia's largest real estate groups, Capitaland, Konica Minolta and several lifestyle brands from China among others.

Effectively bilingual, she has translated a book by prominent Singapore entrepreneur, the late Hoon Thing Leong. She graduated from the National University of Singapore with a degree in Political Science and Economics, which provided her with a framework for a deeper understanding of media and crisis communications.

## REBECCA LOW

A former TV News Editor with 25 years of experience in MediaCorp and a voice coach for over 20 years, Rebecca has a wealth of media, editorial and coaching experience. She has coached Channel NewsAsia newscasters and reporters to present on camera. She believes when we own our voice, we own our power and real transformation comes from inner work. Hence, as a coach, she goes beyond the mechanics of voice production and dives into the personality and psychology behind the voice.

A passionate lifelong learner, Rebecca studied voice under famous voice and pronunciation coaches. She has also attended Summer Institutes at the Harvard Graduate School of Education to hone her teaching skills. Rebecca has helped people from all over the world to improve their voices.

They include executives from Union Bank of Switzerland (UBS), Government of Singapore Investment Corporation (GIC), Temasek Holdings, Singapore Armed Forces (SAF) and various government agencies, broadcast journalists from the Bhutan Broadcasting Station, contestants from Miss Singapore Universe Pageant and the late President Nathan at the Istana.

Rebecca is always learning and growing, accumulating experiences from around the world and has completed the Advanced Certificate in Learning and Performance (ACLPL).

## What Past Learners Say

**“ The content of the training was closely related to real life and it help us on how to manage the crisis situation properly. Good training in bringing awareness and refresher to crisis management. Keep it up! “**

*by Past Learner, Suntory Beverage and Food Asia*

**“ The 3 R's is one of the best takeaway. Thank you to the trainers, The training was done in a casual (& fun) yet professional manner. It's both enlightening and engaging. ”**

*By Past Learner, Epworth Community Services*

**“ Good learning journey as the training was well and easy to understand.**

**Very interactive training! ”**

*By Past Learner, Bourbon Offshore Asia*

**JOIN IN BOTH TRAININGS AND  
GET 10% OFF THE COURSE FEES!**



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