

# THE SOUND-BITE CHALLENGE ©

A Workshop for Authorised Spokespersons

29 August 2012

The Sheraton Imperial Kuala Lumpur

**MENTOR**  
Communication Resources

Dear CEOs / HR Directors / Executive Directors / Company Secretaries

I am pleased to share details of our forthcoming Workshop on Media Skills, with focus on experiential learning via simulations and on-camera role plays, drawing from a toolbox of practical techniques.

This Workshop would be of great value in enhancing the communication competencies of any executive whose responsibilities require him or her to speak in public and represent your Company on a wide range of issues.

A hands-on programme, the objective is to nurture talent and boost confidence levels via sensitive feedback, coaching and mentoring. Sessions will be videotaped professionally and played back for group and self-critique.

As an Approved Trainer of the Chartered Institute of Public Relations (CIPR) UK as well as a CIPR Accredited Practitioner, I make sure our course content reflects present research and trends and is benchmarked against international best practice.

Do let me know if you wish to book anyone in your team for the Workshop. We are deliberately keeping our class size small, hence there are a limited number of places. I look forward to hearing from you and to supporting you in your effort to build effective communication practices in your organisation.



MILLICENT DANKER



CIPR Approved  
Trainer

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## LEAD FACILITATOR

### DR MILLICENT DANKER

BA, MA, DBA, MCIPR



Millicent Danker is the Founder of stakeholder relations consultancy Perception Management International (PMI) Group with offices in Kuala Lumpur, London and representations in the region, as well as Kuala Lumpur-based communications skills training provider, Mentor Communication Resources which is in its 17th year ©.

Beginning her career as a journalist with Malaysia's New Straits Times Group, Millicent spent many years with PETRONAS, Malaysia's national oil company, as Head of Communications and later as Corporate Counsellor for Burson-Marsteller, and Public Affairs Advisor to the board of a leading Malaysian plc before she established her own practice.

As one of Asia's leading public relations counsellors, she has been an active practitioner in the region for 35 years, offering her insights in the areas of corporate strategy, media, crisis and issues management, PR programme and policy development, corporate transparency and communication ethics, strategic messaging and leadership communications, communications training and workshop facilitation at Director level. She is also a keen coach and mentor.

She has served for two terms on the Board of the London-based International Public Relations Association (IPRA), having held the post of Malaysian chair for IPRA, and for a time was Vice President of the Public Relations Consultants Association of Malaysia. She is also a member of the UK's Institute of Directors and an Associate Faculty of Henley Business School / University of Reading, where she completed her doctorate in business administration. Her research interests are in Corporate Transparency among Malaysian PLCs. She has a B.A. Hons in English Literature from the University of Malaya, and an MA (Communications) from the U.S. under a joint East-West Centre Post-graduate Award and a PETRONAS scholarship.

Millicent has been instrumental in organising, moderating and facilitating high-level conferences, dialogues and roundtables in Kuala Lumpur, Hanoi, Lusaka, Bahrain, London, Brussels & Munich. She has facilitated and led at least 300 workshops and group learning as well as individual coaching sessions, and also presented at several international conferences.

Her training and coaching client portfolio includes Telekom Malaysia, Maxis, Celcom, PricewaterhouseCoopers, Maybank, DiGi, MAFC, Petronas, Prudential, the EPF, Sunway Group, KL Sentral, MRCB Group, Bank Negara, the Ministry of International Trade & Industry, PETRA Perdana Group, 1Malaysia Development Berhad, and other GLCs, PLCs and MNCs.

Millicent is a Fellow of the Institute of Public Relations Malaysia (IPRM) and the only Malaysian PR practitioner with Approved-Trainer © status obtained from the Chartered Institute of Public Relations, U.K. (CIPR), of which she also enjoys accreditation. She alternates between assignments in Kuala Lumpur and London.

## CO-FACILITATOR

### MATT GEORGE

BA, NLP Practitioner



Matt K George is a skilled communicator, with more than 30 years' experience in the media industry in Malaysia and London. He has worked for Malaysian newspapers such as the Malay Mail and the New Straits Times and was the first Foreign Editor of The Star.

In the UK he was a Senior Sub-Editor on The Times for 15 years and was previously Asia Editor of the international developing world magazine South. He has also worked for Time magazine and Asia Research News. His articles on politics, economics and business have been widely syndicated in Asia, Europe and the Middle East. He has commented on international affairs for the BBC World Service and BBC News 24.

As a coach and trainer he has run media strategy workshops for medical personnel in the UK; RedR, an umbrella organisation for NGOs involved in global relief work; as well as Malaysia's Ministry of Trade and Industry, Petronas and other corporate organisations. He is the author of Transforming A Legacy, the 120+ years' history of Telecoms Malaysia. He has also reported and produced booklets on the Global Emerging Markets series of seminars and dialogues of the Malaysia Europe Forum.

In public relations Matt worked for Burson-Marsteller in Kuala Lumpur in the 1980s with responsibility for press and publications for Malaysian Tobacco Company, Guinness, Harrison & Crosfield, Barlow Boustead, East Asiatic Company and the World Wide Fund for Nature. He has lobbied for non-governmental organisations (NGOs) at international symposia, as well as the International Labour Organisation (ILO) in Geneva, and the World Federation of United Nations Organisations in Luxembourg.

In the realm of public speaking he has addressed conferences in London, Brussels, Munich, Milan, Delhi, Calcutta and Kuala Lumpur. Matt has also trained journalists from the developing world for the International Institute of Journalism in Berlin, lectured in South-East Asian politics to post-graduate students at the University of Kent, Canterbury, and given public seminars at both Kent and Northern Arizona University in Flagstaff, USA. He has participated in many Chatham House – the Royal Institute of International Affairs – seminars and roundtables, as well as at Asia House in London.

The many world political figures he has interviewed include Tun Dr Mahathir Mohamed and Margaret Thatcher. He has covered international leaders such as former US Secretary of State George Shultz, Prince Norodom Sihanouk, African National Congress leader Oliver Tambo, former Singapore President Lee Kuan Yew, as well as many corporate chief executives.

Matt is also the originator of Mattersmedia, a niche media organisation that specialises in communication skills, editing and developing strategies for corporate and non-governmental organisations. Whether writing press releases, managing media issues, conceptualising and editing magazines to a gold standard, developing and writing corporate and personal biographies, or acting as a rapporteur at international conferences, Matt's philosophy is to adopt a holistic approach.

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## FOR AUTHORISED SPOKESPERSONS OF PLCs, MNCS, AND GLCS

- This is a one-day intensive programme designed to nurture talent among a group of participants who would be coached to perform on-camera and assessed professionally on their communication competencies and suitability to be approved spokespersons or messengers for their organisations.
- Confidential individual written critiques will be provided.
- We will ensure a high international standard of content and delivery, as well as be mindful of local protocol and media etiquette, corporate sensitivities, inter-personal skills as well as transparency and disclosure demands.
- We are restricting the number of participants to eight for meaningful dialogue and to encourage quality personal coaching.

## WORKSHOP OBJECTIVES & OUTCOMES

- Help workshop participants appreciate the full significance of a Message and their roles as Messengers and Custodians of Corporate & Brand Messages
- Facilitate the articulation of clear concise speech and delivery, using Vocal Techniques of projection, tonality and delivery; ensure the elimination of vocal no-nos and social taboos while on air, as well as manage Media Etiquette & Body Language.
- Develop confidence among the spokespersons by providing tools to assist them in clarifying their messages, managing media intrusion, enhancing interview dynamics, reacting on their feet and using techniques of bridging to discharge their responsibilities effectively and minimise reputational risks.

**THE RESULT WILL BE A GROUP OF PROFESSIONALS  
WITH THE CONFIDENCE TO MANAGE MEDIA  
INTERFACES SUCCESSFULLY**

## PROGRAMME

8.45 am :  
**BREAKFAST**

9.15 am :  
Introductions & Objective-Setting

10.00 am:  
**Role Play 1 : Going Live 1-on-1 [Benchmark]**  
Videotape, Playback & Review

11.00 am:  
**BREAK**

11.15 am:  
Your Non-Verbal Communication  
- Skills of Positive Body Language  
- How Others Do It: Your Observations

Your Message Strategy  
- You as Messenger  
- Building A Story House ©

12 noon:  
**Role Play 2 : Going Live 1-on-1 [Evaluation]**  
Videotape, Playback & Review

1.15 pm :  
**LUNCH**

2.15 pm :  
You & The Media  
- What Makes News  
- What The Media Want  
- Dos & Dents  
- Content vs Control  
- Bridging Techniques

3.00 pm :  
Taking your Messages Global: You and the  
International Media

3.30 pm :  
**BREAK**

4.00 pm :  
**Role Play 3 : Going Live, The Stand-up Sound-Bite  
Challenge**  
Videotape, Playback & Review

5.30 pm :  
Summary / Conclusions / Evaluation / Close

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## ABOUT MENTOR COMMUNICATION RESOURCES

MENTOR Communication Resources is a niche training service provider in its 17th year, specialising in capacity building in the soft-skills area of communication.

We deliver a number of public programmes every year for company executives in various areas of communication competency, while customised in-company programmes remain our main focus. These are delivered via 1-on-1 coaching sessions or small-group workshops mainly targeted at director level.

To date, we have conducted more than 300 in-company programmes for Malaysian PLCs and GLCs, as well as government agencies and leading multinationals to help address organisational communication needs and close soft-skills gaps. We provide on-camera exercises and immediate feedback from trained practitioners.

All our content is generated by our lead consultants, keeping in mind the specific issues and challenges presented by our clients and participants based on which we customise our course materials, presentations, scenarios, role-plays and exercises. We continue to receive positive feedback from our workshop participants. For more information, kindly visit: [www.mentorcommunicationresources.com](http://www.mentorcommunicationresources.com)

## REGISTRATION

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approving Manager's Name: \_\_\_\_\_

Position: \_\_\_\_\_

## YOUR INVESTMENT

RM 2,595.00 per registration, inclusive of:

- course manual
- on-camera exercises
- appraisals and critique
- written confidential post-workshop feedback
- meals and refreshments
- certificate of participation

*Note: All fees are inclusive of lunch, refreshments & workshop materials.*

*Disclaimer: We reserve the right to change any part of the programme due to circumstances beyond our control but we endeavour to substitute any changed portion with something of equal value.*

## PAYMENT

The fee must be paid in advance of the workshop to secure your place. Cheques and bank drafts should be crossed and made payable to Mentor Communication Resources Sdn Bhd.

## CANCELLATIONS/REFUNDS/TRANSFERS

Cancellations received by fax or in writing not later than 4 weeks before the workshop are entitled to full refunds. Complete documentation and a half-refund only for cancellations received after that date. However, transfers are acceptable at no extra cost.

You may fax or email this form to Mahyon at :-  
**Mentor Communication Resources Sdn Bhd**  
Suite 16-7, 16th Floor, Wisma UOA II, 21 Jalan Pinang,  
50450 Kuala Lumpur, Malaysia

**Tel :** (603) 2166 0006 / 2166 0009

**Fax :** (603) 2166 0056

**Email :** [mahyon@mentorcommunicationresources.com](mailto:mahyon@mentorcommunicationresources.com)