



HRDC
CLAIMABLE

ISO 29993
CERTIFIED
Learning Service Provider

Trusted by Government, GLCs
& Corporate Organisations

AI-DRIVEN PR & MEDIA RELATIONS FOR PROFESSIONALS

WHAT WILL YOU GAIN



Handle media interviews and difficult questions with confidence



Deliver clear, media-ready messaging with confidence

AI

Use AI tools for PR writing, monitoring, and communication



Protect brand reputation in today's fast-moving digital landscape

WHY THIS PROGRAMME MATTERS TODAY

In today's fast-moving media environment, organisations must respond quickly, communicate clearly, and protect their reputation across traditional, digital, and social platforms. With AI now influencing how content is created, monitored, and circulated, communication professionals need both strong media skills and responsible AI-assisted communication techniques.

This 2-day programme equips participants with practical PR, media engagement, interview handling, message development, and AI-assisted communication skills to communicate with greater confidence, credibility, and strategic impact.

WHO SHOULD ATTEND

Suitable for PR officers, corporate communications teams, marketing professionals, spokespersons, public affairs personnel, executives involved in media engagement, and leaders who may represent their organisation publicly.

MEET OUR TRAINER

MS. THERESA LAM



She is a multi-award-winning PR leader, Certified HRDC Trainer, and Fellow of PRCA Malaysia with nearly 30 years of real-world corporate experience. She has masterminded numerous local and regional campaigns recognized for excellence in brand storytelling, media strategy, and crisis response. Known for her absolute clarity and calm under pressure, Theresa specializes in strategic communications and reputational management, frequently training and advising C-suite executives and high-performing communication teams.



PROGRAMME SNAPSHOT

13-14 October, 2026

Kuching

2 Days

8.30 am - 5.00 pm

**LIMITED TO
25-30 PARTICIPANTS
PER COHORT**
*To ensure interaction, practice
& trainer feedback*

Reserved Your Seat Today!



WHY TRAIN WITH MRS?

• HRDC Claimable & ISO Certified • Corporate & Government Trusted • Practical & Business-focused • Industry-Expert Trainers

PROGRAMME OUTLINE

- 01 MALAYSIAN MEDIA LANDSCAPE**
Understand Malaysia's evolving media landscape, journalist expectations, and platform differences.
- 02 JOURNALIST PROFILING & PITCHING**
Learn how to tailor media pitches effectively for different journalist types and platforms.
- 03 AI-ASSISTED PR TOOLS**
Apply AI tools to support media monitoring, PR writing, and communication workflows.
- 04 CORPORATE MESSAGE TO MEDIA TALKING POINTS**
Convert corporate information into clear, media-friendly talking points and soundbites.
- 05 MEDIA-READY INTERVIEWS**
Build confidence in handling interviews across print, broadcast, digital, and livestream formats.
- 06 FIELDING DIFFICULT QUESTIONS**
Respond professionally to difficult, sensitive, and high-pressure media questions.
- 07 DIGITAL SOCIAL MEDIA CHANNELS**
Manage online engagement, public sentiment, and misinformation across digital platforms.
- 08 GROUP SIMULATION & FEEDBACK**
Strengthen real-world media response skills through simulations, role plays, and feedback.



PROGRAMME DETAILS



DATE

13-14 October, 2026



TIME

8.30 am - 5.00 pm



VENUE

Kuching

FEE PER PAX

Early Bird Rate (EBR)	Normal Rate (NR)
RM 2580	RM 2980

Early Bird Rate applies for registrations confirmed 30 days before the program date.

**An additional 8% SST will apply*

WHAT THIS FEE INCLUDES

- Full training program as stated
- Participant materials and learning resources
- Practical templates, tools, or checklists
- Certificate of completion
- 2 Tea Breaks & Lunch each day
- HRDCorp claimable documentation support
- Guided action planning for workplace application

HRDC CLAIMABLE COURSE



We are HRDCORP registered training provider.

This course is 100% claimable. Subject to employer eligibility and HRDCorp approval.



**LIMITED SEATS.
REGISTER NOW!**

< Scan QR code >

MRS MANAGEMENT SDN BHD (275222-P)

KL CORPORATE OFFICE

Suite 33-01, 33rd Floor,
Menara Kech Seng, 203,
Jalan Bukit Bintang,
55100 Kuala Lumpur, Malaysia

+603 2116 5961

SARAWAK HEAD OFFICE

No. 48, 1st Floor, Milan Square,
Jalan Wan Alwi, 93350
Kuching, Sarawak

+082 265 628/9