

STRATEGIC MEDIA RELATIONS



■ Course Objective

If you're going to use media relations strategies to publicize you, your company, or your products, but do not know where and how to start, then this is right up your alley. The intensive two-day course is designed to equip you with strategic media relations skills to achieve high volume of earned media coverage in the context of Cambodia media behavior.

■ Course Structure

The certificate course in Strategic Media Relations takes approximately 16 hours OR is offered 2 days. The course is by Mr. Hoem Seiha, Lead Author Of Decennium Report. Participants will receive a Certificate of Participation upon successful completion of the course. The maximum number of participants is 20.

■ Course Outline

1. Media Roles and Social Influences
2. Types of Media and Media Usages and Statistics
3. The Changing Landscape: Traditional Media vs. Social Media
4. Media Relations Adaptation to the Fast Social Media Growth
5. Building Media Relationships & Contacts
6. Making Media Pitches
7. Organizing Public and Media Events
8. Media Kits and Basic Media Writing
9. Media Coverage Monitoring
10. Communications in Time of Crisis
11. Media Relations Planning

■ Who Should Attend?

Public relations and communications professionals, event planners, marketing professionals and those who wish to further improve their media relations skills.