

PUBLIC RELATIONS

Event PR, Media Launches & Publicity Management

A two-day programme in event pr & media launch management, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This course provides end-to-end management blueprints for planning, promoting, and executing high-impact media events, hybrid launches, press conferences, and experiential brand activations.

What participants will learn

- 01** Maximum Coverage: Drive extensive media coverage before, during, and after key events.
- 02** Hybrid Event Mastery: Seamlessly merge physical event experiences with digital broadcast streaming.
- 03** VIP Media Experience: Deliver personalized, high-touch media experiences that cultivate journalist goodwill.
- 04** Post-Event Momentum: Extend campaign impact long after the live event concludes through asset repurposing.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Practical clinic: Building a complete launch event PR execution plan for a major product or corporate announcement.

Detailed programme

Day 1: Event PR Conception & Pre-Launch Strategy

01 Designing Press-Worthy Events & Launches

- Creating event concepts that naturally generate media interest, visual content, and coverage.

02 Hybrid & Virtual Media Event Architecture

- Technical and logistical frameworks for running physical-digital hybrid press launches.

03 Pre-Event Media Pitching & Exclusive Teasers

- Building pre-event buzz, managing embargoes, securing advance briefings, and RSVP tracking.

04 Designing High-Impact Event Assets

- Creating media kits, press drops, video asset links, and digital photo galleries for rapid coverage.

Detailed programme

Day 2: On-Site Execution & Post-Event Amplification

05 On-Site Media Management Protocols

- Managing media check-in, VIP interviews, green rooms, press pits, and live feed distribution.

06 Live Event Amplification Across Social Channels

- Real-time content creation: Live-tweeting, streaming highlights, story updates, and rapid asset releases.

07 Post-Event Follow-Up & Asset Syndication

- Distributing post-event releases, highlight reels, transcribed speeches, and coverage roundups.

08 Event PR Playbook Design

- Practical clinic: Building a complete launch event PR execution plan for a major product or corporate announcement.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Practical clinic: Building a complete launch event PR execution plan for a major product or corporate announcement.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

admin@isds.com.my | +60 18 392 1671 | Course page

Contact: Daud Ibrahim | ISD Solution