

PUBLIC RELATIONS

Executive Communication & Corporate Spokesperson Excellence

A two-day programme in executive communication & corporate spokesperson skills, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Tailored for executive comms managers, advisory teams, and leaders, this masterclass focuses on building executive authority, refining spokesperson presence, and managing executive messaging across external and internal stages.

What participants will learn

- 01** Executive Authority: Position corporate leaders as trusted industry voices and visionary executives.
- 02** Spokesperson Readiness: Prepare leaders to handle high-stakes media interviews and panel discussions effortlessly.
- 03** Message Discipline: Train executives to stay on message and bridge back to key points during tough questioning.
- 04** Personal Branding: Align personal executive brands with corporate strategic goals.

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. On-camera media training exercise: Conducting simulated interviews with video analysis and critique.

Detailed programme

Day 1: Executive Positioning & Platform Building

01 The Modern Executive Profile

- The role of visible leadership, executive authenticity, and trust-building in corporate reputation.

02 Defining the Executive Narrative Platform

- Crafting personal vision pillars, core topics of expertise, and thought leadership positions.

03 Ghostwriting & Message Alignment

- Capturing the leader's authentic voice across speeches, articles, and executive social channels.

04 Keynote & Presentation Strategy

- Structuring high-impact executive keynotes, town halls, and major public presentations.

Detailed programme

Day 2: Media Coaching & High-Stakes Delivery

05 Media Interview Preparation Frameworks

- Preparing executives for broadcast, print, and digital interviews using brief sheets and mock sessions.

06 Advanced Delivery & Bridging Techniques

- Mastering vocal tone, non-verbal cues, bridging techniques, and handling hostile media questions.

07 Mock Media Interview Simulations

- On-camera media training exercise: Conducting simulated interviews with video analysis and critique.

08 Executive Communications Governance

- Establishing guidelines, approval workflows, and risk controls for executive public commentary.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. On-camera media training exercise: Conducting simulated interviews with video analysis and critique.

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