

SPOKESPERSON & SPEECH WRITING

Government & Corporate Spokesperson Excellence: Official Statements, Public Briefings & Stakeholder Communication

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



DURATION 2 days **DELIVERY** Public or in-house

Why this programme

This programme focuses on the responsibilities of spokespersons communicating on behalf of public institutions, government-linked organisations and corporations. It covers official language, accuracy, protocol, public accountability, stakeholder awareness and coordinated briefings.

What participants will learn

- 01** Prepare clear and accurate official statements and public updates.
- 02** Communicate policies, services and organisational decisions in accessible language.
- 03** Observe approval protocols and distinguish confirmed facts from pending information.
- 04** Improve coordination across departments and stakeholder groups.

Who should attend

Government communication officers, GLC representatives, corporate affairs teams, public information officers, department heads and official spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 - Foundations & Core Skills

01 The Mandate & Responsibilities of an Official Spokesperson

- Understand authority, accountability, boundaries of role and the importance of factual accuracy.

02 Official Statements, Briefing Notes & Key Messages

- Prepare structured statements, Q&A documents, talking points and supporting facts.

03 Protocol, Tone & Public-Sector Communication

- Apply appropriate formality, plain language, inclusiveness and protocol to official communication.

04 Explaining Policies, Services & Decisions

- Make technical or policy information understandable without changing its meaning.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 Stakeholder Sensitivity & Public Accountability

- Anticipate community, employee, partner and public concerns while maintaining fairness and transparency.

06 Media Briefings, Press Conferences & Q&A

- Plan briefings and handle questions within the spokesperson's authority and verified information.

07 Scenario Workshop: Public Announcement

- Prepare and deliver a simulated announcement, followed by media questions and stakeholder feedback.

08 Approval Governance & Communication Readiness

- Map approvals, document sources, set escalation routes and maintain consistent records.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

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