



Media Training Masterclass Series- Takes Two to Tango

Date of course: 1 and 2 November 2016 (One day or two-day course)

Synopsis:

Living in the new era of social media, there is a need to revamp the media management strategies and learn new skills and techniques. Our instructor has much to contribute to shaping media management skills and ideas. The key for the course is about using new concept of CDEF, that is Content building, big data era Delivery, combination of Virtual Reality Environment and the new concept of Face.

Target Audience:

Different ranks of people in the communications, public relation and supporting teams.

Objective:

- Detect new risks and crises
- Control the controllables
- Establish specific crises management plan
- Become the media
- Make your own style of memory kits

Course outline

Day One

- Verbal communication skills
- Non-verbal communication skills
- Apology Technique

Day Two

- Crisis management guidelines
- Media culture

- Opportunities
- Prepare for the future

Instructor

Li Chan Wing 李燦榮

Mr. Li was a commentator, veteran broadcaster at the daily 6:30 p.m. news. He studied communication and has worked in ATV news, Hong Kong Next Magazine 《壹週刊》. He was the chair, editor and producer of a well-known programme "News Magazine" 《新聞透視》 of TVB. He was specialised in health care, social welfare and labour issues while working in TVB. Having worked for many years in television and radio channels, he has provided professional service in many famous programmes including 《i-talk 有話直說》, 《大鳴大放》, 《視播縱橫》, 《健康對談》 and 《晨光第一線》.

Mr. Li has taught in the Hong Kong Baptist University and the City University of Hong Kong. He graduated from the City University Hong Kong, EMBA programme and is now pursuing a doctor degree. With his extensive experience in the media, he has become a highly sought after media training consultant for the government departments, private corporations, public organisations, utilities companies and academia.

Teaching Approach

An interactive dynamic approach will be adopted. Mr. Li will deliver the training in an interesting manner. The participants will find the training course full of real cases, highly practical and well- structured. The training course will be entertaining and full of fun.

Date: 1 and 2 November 2016

Time: 9:00 a.m.-5:00 p.m. (registration starts at 8:45 a.m)

Venue: Best Western Plus Hong Kong Hotel
308 Des Voeux Road West, Hong Kong

Working Language: Cantonese

Application: Please send the application form attached below by email to:
event@lns.com.hk

Application deadline 25 October 2016

Payment Method: Cheques should be made payable to “LNS Limited.” Please send the cheque to the following address and indicate the name(s) of the participant(s) in the letter:

LNS Ltd
Room 1104, Crawford House
70 Queen’s Road Central
Central, Hong Kong

Enquiry: Email: event@lns.com.hk/ Tel: 2376 4964

Registration Form Media Training Masterclass- Takes Two to Tango

Surname	(Mr. / Ms)	
First Name		
Organization/Company		
Position		
Correspondence Address		
Course Fee	1 November 2016 HK\$1,950 1 and 2 November 2016 HK\$3,900	
Email Address		Tel:
Payment:	Bank Name:	Cheque No.:
		Amount \$:
Personal Data:	Reply slip from Personal Data Subject Yes, I (Name)_____ agree to give consent to LNS to use my personal data above to receive email from LNS regarding this course and marketing information of future events e.g. conference, training course, seminars, forums and site visits. No, I (Name)_____ do not want to receive any direct marketing information of LNS's training course and events. Date _____	

Terms of Conditions

1. Registration is on a first-come, first-served basis.
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3. All cheques shall be crossed and made payable to the Organizer "LNS Limited" to confirm registration and are subject to bank clearance.
4. There is no cancellation of booking initiated by applicant after the course is confirmed. There is no refund for cancellation of booking initiated by applicant. However, the registration may be transferred to another person from the same company or organisation at no extra charge by notifying the Organizer at least 3 days prior to the commencement of the course.
5. The Organizer reserves the right to cancel the courses should there be insufficient applicants or for other reasons. Course fee will then be refunded 100%.
6. All applicants will be informed well in advance should there be any change of course dates due to unforeseen circumstances.
7. Applicants will be notified by email to confirm successful registrations. An official receipt will be provided after receiving payment.
8. Applicants are expected to attend the course at the place and time notified by the Organizer.
9. Before the course commences, if Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No. 8 or above will be hoisted within 2 hours, the course will be cancelled. The course will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am. The afternoon session of the course will be held as scheduled if Typhoon Signal No. 8 or above/Black Rainstorm Warning is lowered at or before 12:00 p.m.