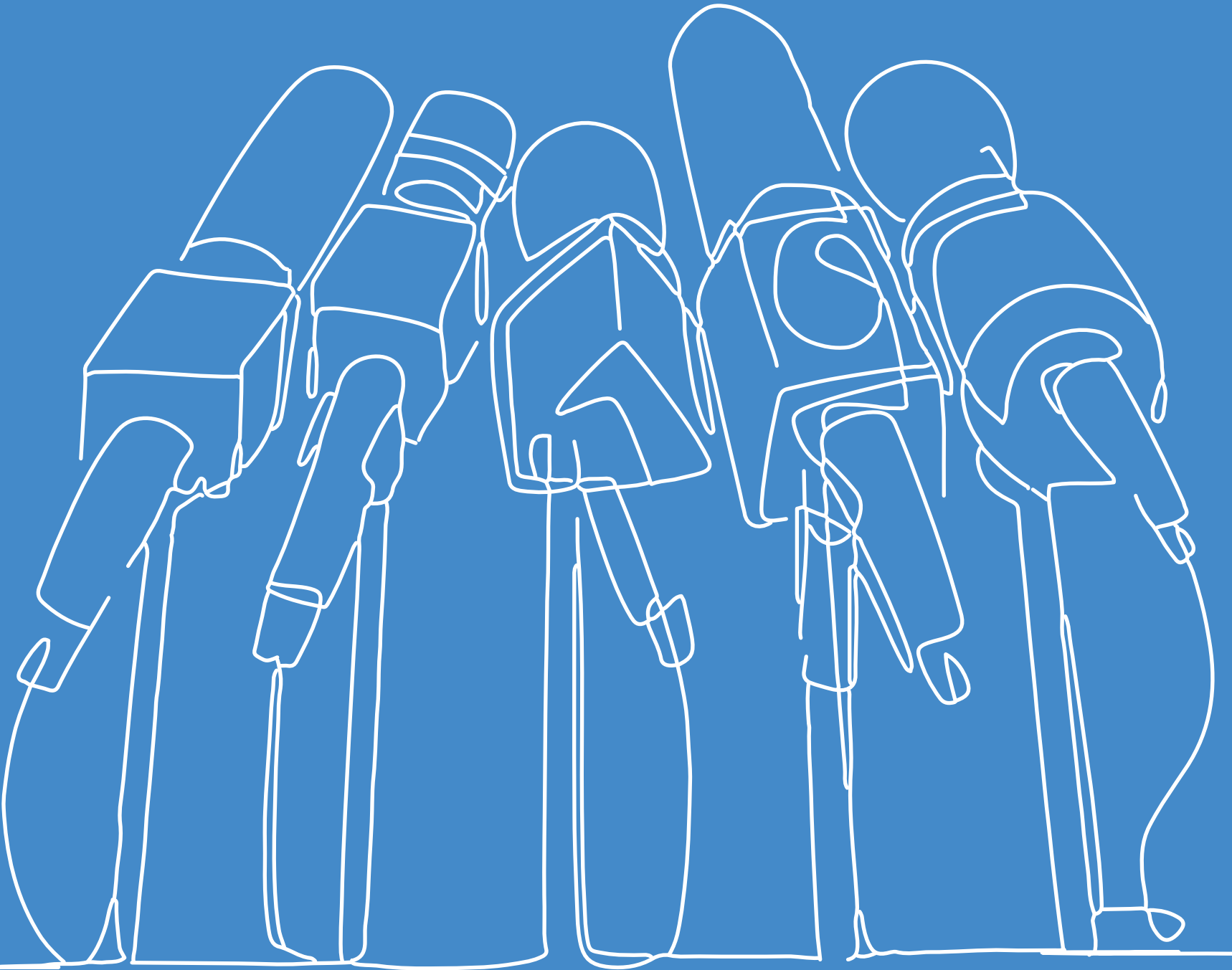


Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



Center for Executive Education
Institute of Business Administration



Media Management



August 7 & 8, 2024



City Campus, IBA Karachi

Program Overview

The Centre for Excellence in Journalism, in collaboration with the Centre for Executive Education, presents an exclusive Media Presentation Skills Workshop tailored for senior leadership and executives in communication, media management, and public relation.

Learning Outcomes

- ▶ **Master Crisis Communication:** Learn how to analyze crisis case studies and develop effective communication strategies to manage and mitigate crises.
- ▶ **Enhance Reputation Management Skills:** Understand the significance of crisis planning and the role of social media in maintaining and protecting an organization's reputation.
- ▶ **Develop Interview Proficiency:** Gain expertise in preparing for various interview formats, creating impactful soundbites, and handling challenging questions with confidence.
- ▶ **Practical Experience:** Engage in role-plays, media appearances, and hands-on activities to apply learned concepts in realistic scenarios.
- ▶ **Confident Media Interactions:** Improve your ability to convey key messages effectively during press conferences and ambush interviews, maintaining composure under pressure.

think
out of the
box



Topics Covered

Program Highlights:

Day 1

o Crisis Communication and Reputation Management

- Analyze past crisis case studies.
- Group discussions on crisis communication strategies.
- Explore the role of social media in crisis communication.
- Best practices and lessons learned.

Day 2

o Interview Training

- Prepare for various interview formats (audio, video, online, print).
- Practice effective soundbite creation and delivery.
- Handle challenging questions with confidence.

o Ambush and Press Conference

- Role-play press conferences to manage crises.
- Conduct ambush interviews with persistent reporters.
- Maintain composure during press conferences and ambush situations.



30,000+
Participants Trained



1600+
Training since 2009



225+
Companies



80+
Trainers

Investment

PKR 125,000 + 5% SST

Who Should Attend

- Executives and Senior Leaders
- Communications, Media Management, and PR
- PR Professionals
- Designated Spokespersons
- Trainers



Shahzeb Jillani
Independent Journalist



**Amber Rahim
Shamsi**
Multimedia Journalist

For detailed trainer profile please visit website cee.iba.edu.pk/faculty

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 021-38104701, Ext: 1809, 1812, 1828 (Karachi),
1827 (Islamabad)

 ceeinfo@iba.edu.pk

Center for Executive Education, IBA Karachi
Mailing Address: City Campus, IBA Karachi, Plot # 68 & 88
Garden / Kayani Shaheed Road, Karachi - 74400

