

**SINGAPORE  
MEDIA ACADEMY**



# Corporate Training Solutions





PROFESSIONAL DEVELOPMENT

# Corporate Training Solutions



I'm interactive! Click around to explore.

Singapore Media Academy presents corporate training solutions in 5 main areas of training. Training sessions are focused on specific areas of training our corporate clients have engaged our academy for.

The duration for each area of training will be **4 hours**.



### OUR TRAINERS

Our trainers come with a wealth of experience as active practitioners of their craft; they are either Mediacorp employees or professionals in the media sector.



### OUR TRAINING METHOD

Our training programmes are developed by academic experts with heavy emphasis on practical hands-on training focusing on customizable scenarios and practical sessions to meet the corporation's specific requirements and address the skill gaps of participants.



Our corporate clients include the Public & Private Sectors and Education Institutions.



#### PRICING

**\$4,000**  
per training  
programme

\*Minimum 2 Training  
Programmes



#### MODE OF DELIVERY

**VIRTUAL**



#### RECOMMENDED TRAINING CAPACITY

Max **30pax**

## ABOUT

# Singapore Media Academy



Singapore Media Academy (SMA) is a wholly-owned subsidiary of Mediacorp, offering training, education, and consultancy services to address the needs of the local and regional media industries.

Incorporated since November 2005, SMA consolidates over 50 years of broadcast and media expertise to provide a wide range of accredited, conservatory-style and market-relevant programmes that are taught by top practising professionals using comprehensive facilities in Mediacorp's broadcast centre.

In 2008, SMA was appointed by SkillsFuture Singapore (previously known as Workforce Development Agency) as the sole Continuing Education and Training Centre for the Singapore Media Industry and plays a central role in training and up-skilling media practitioners. SMA currently provides enrichment, education, and performance arts training to kids, youths, and hobbyists to nurture their creative and artistic potentials; training in film, broadcast, media and digital for adult professionals; and media training solutions and consultancy services to corporations and organisations.

SMA is awarded 4-year EduTrust Certification by the Committee for Private Education. EduTrust is a quality assurance scheme that recognises private education institutions for consistently maintaining high educational standards and services.

Mediacorp is Singapore's largest content creator and national media network, operating a suite of TV channels, radio stations, and multiple digital platforms. Its mission is to engage, entertain, and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 98% of Singaporeans in four languages and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.

Mediacorp is the recipient of industry accolades, including New York Festivals, World Media Festivals, PromaxBDA (World and Asia), and Asian Academy Creative Awards.



## Speech Writing, Engaging Pitch and Proposal Writing

Tools and techniques used by scriptwriters, journalists and news editors to effectively engage their readers. Acquire the skills to boost business writing skills specifically in business pitches and proposals.

### Learning Outcomes

Write with the intended audience in mind

Write in a visually communicative style

Design and deploy quotable quotes and words of wisdom in your writing

Use storytelling and story structure to engage your audience with your writing

Install structure in your writing

Learn to write in a succinct and memorable style





## Social Media Engagement & Online Community Management

Design an effective strategy to communicate, engage and manage your audience and followers online. Learn the tools to design and create content that will interest your followers and understand how to nurture brand champions.

### Learning Outcomes

Identify your audience and know where they hang out online

Design a strategy to engage your target audience

Engage your online audience with compelling visuals

Design and deploy tools to keep your audience engaged and interested

Keep connected with your target audience and build a vibrant online community

Nurture brand champions



## Personal Online Branding & Effective Presentation Skills

The online presence of a corporation, its business leaders and spokespersons play an important role in extending the influence of the brand. A memorable presentation means greater chances of success. Acquire a stronger online presence and the skills to deliver presentations that audiences remember.

### Learning Outcomes

Boost your online presence as business professional

Design and manage your personal brand as a business professional online

Interest and engage your followers with your professional developments

Learn ways to make your presentation memorable, engaging and informative

Structure and customize your presentation with the intended audience in mind

Design and deploy memorable quotes when presenting



## Media Relations & Crisis Communications

An unexpected crisis can cripple or even topple corporations. Learn to manage media relations and effectively communicate to the press during a crisis. Understand effective crisis communications and media relations from the perspective of the press. Manage and maintain good relations with the media.

### Learning Outcomes

Learn how to work with the media

Understand the ways media will engage your corporation

Acquire the skills to communicate during a crisis

Inform and engage the media in times of crisis

React and respond effectively during crisis communications

Support your corporate spokesperson in crisis communications





## Branding through Videography and Photography

Acquire the tools and techniques used by media professionals for photos and videos that you take during corporate events. Level up the quality of photos and videos.

### Learning Outcomes

Acquire the fundamentals of composition in mobile photography and videography

Take photos and videos and that will garner likes and shares

Learn tips and tricks to boost the quality of your photos and videos

Use apps that will help you better the quality of your photos and videos

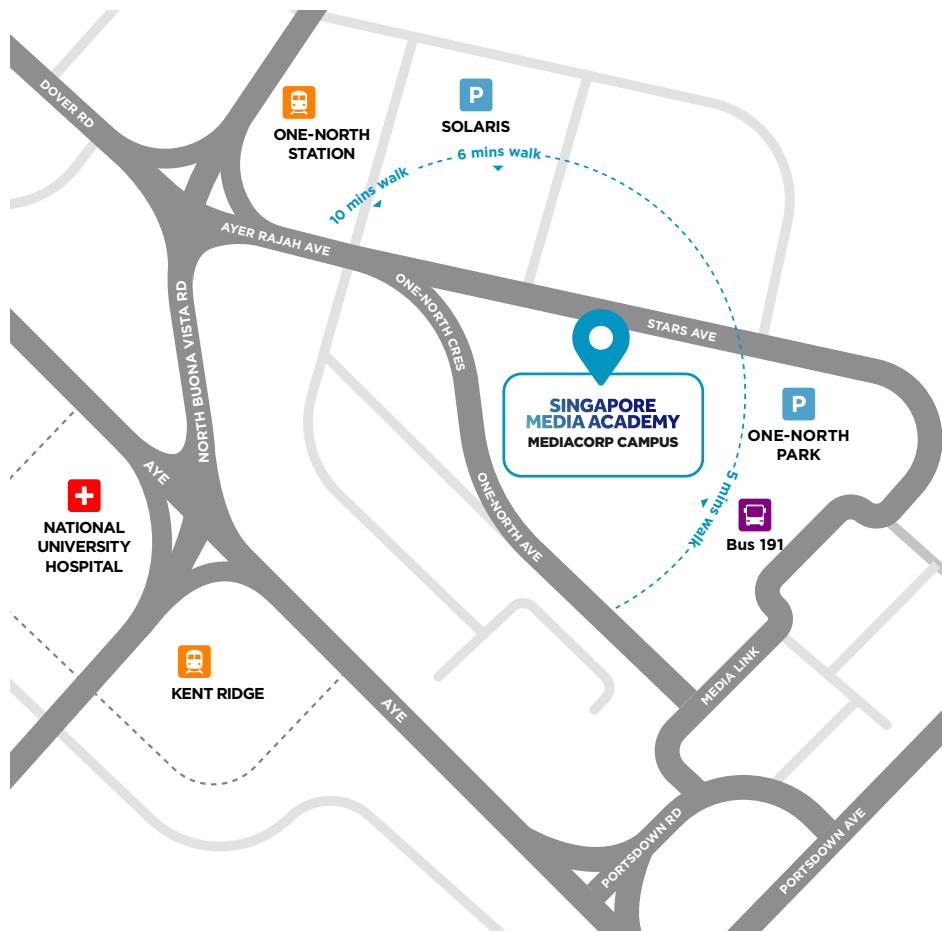
Learn shots sizes and camera movements, understand what they convey

Learn how lighting will impact the quality your photos and videos

# FIND OUT MORE

Email **Marketing@MediaAcademy.sg**  
or call **+65 6333 3888** to register.

## LOCATION MAP



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