

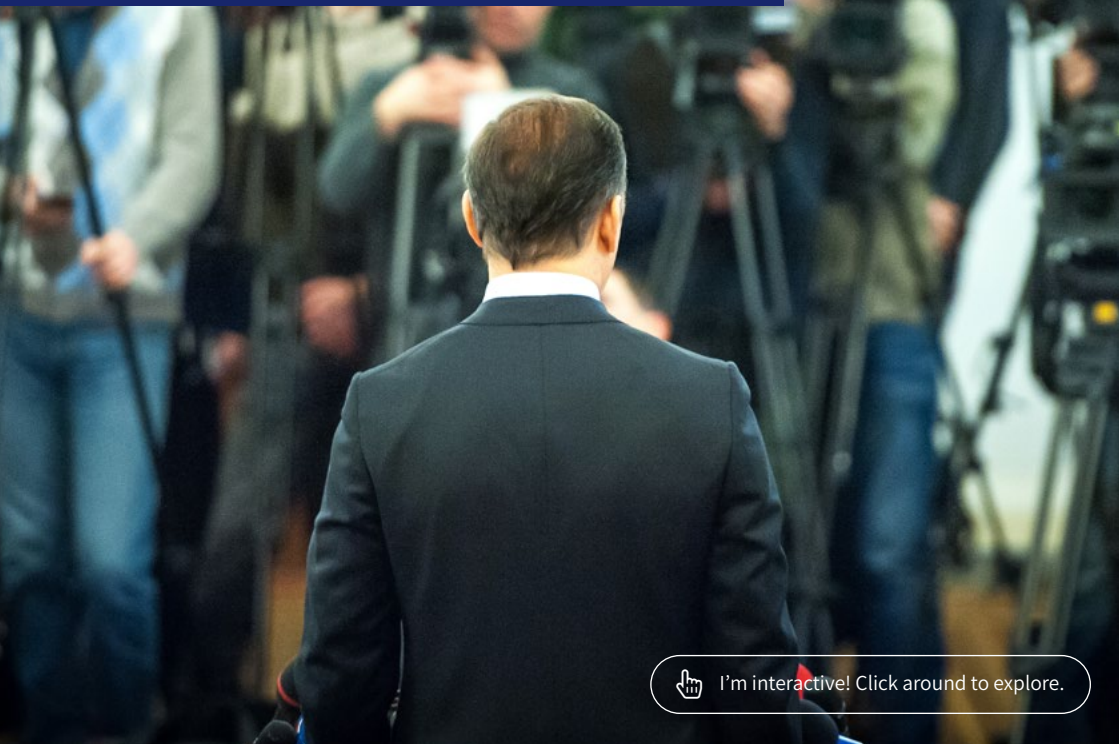
**SINGAPORE
MEDIA ACADEMY**



Customised Corporate Training



Customised Corporate Training



I'm interactive! Click around to explore.

Singapore Media Academy offers customised corporate training in the following areas targeted at Business Leaders, Corporate Spokespersons and C-Suites who face the media and stakeholders as the face of the corporation they lead. We train media spokespersons from the perspective of the press and our trainers come with a wealth of experience as journalists and are current practicing journalists with CNA.



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 FACILITIES

Our professional-grade facilities can provide a training environment as close as possible to the real-life studio experience.



OUR TRAINING METHOD

Our training programmes are developed by academic experts with heavy emphasis on practical hands-on training focusing on customisable 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.

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.

Business Leaders

MODE OF DELIVERY: IN-PERSON / VIRTUAL

MEDIA SPOKESPERSON TRAINING / 1-TO-1 MEDIA TRAINING

Engaging the media successfully is crucial to any organization's image and branding.

Strategy, management and allocation of appropriate resources are critical factors in effective media engagement.

Using a combination of presentations, discussions and hands-on practice in front of microphones and cameras, the training aims to equip participants with knowledge and confidence in dealing with media across all platforms, and help to identify possible pitfalls to assist trainees in navigating the media minefields.

By the end of it, participants will look good, sound good and be poised to deliver their company's message with the utmost confidence.





CAMERA PRESENCE FOR BUSINESS LEADERS

A customised training designed to strengthen skills in public speaking, delivering presentations, audience engagement. This training will impart the craft of an effective and impactful speech/presentation, through deploying a well structured presentation and the use of non-verbal cues to strengthen the impact like the use of body language, facial expressions and hand gestures.

DURATION

HALF-DAY



Up to 4 executives

FULL-DAY



Up to 8 executives

TWO DAYS



Up to 10 executives

PRICING

(before GST)

Approx.

SGD **\$7,000**
per run

Approx.

SGD **\$12,000**
per run

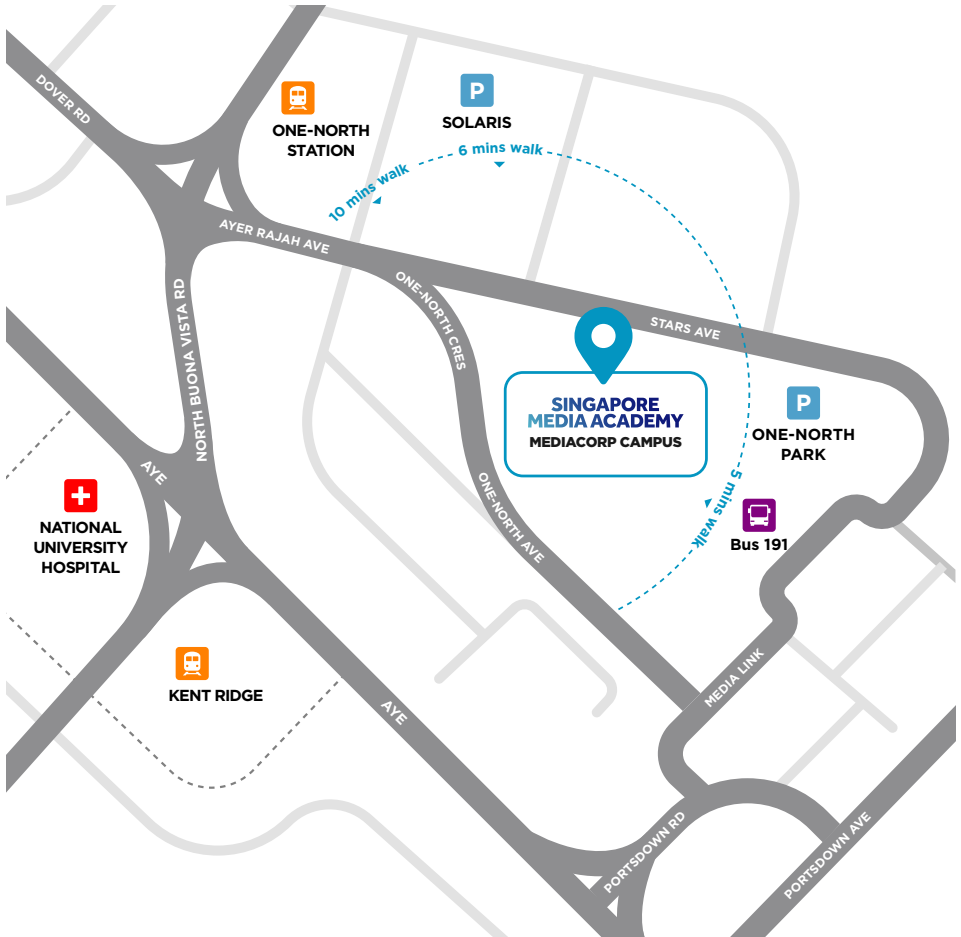
Approx.

SGD **\$16,000**
per run

FIND OUT MORE

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

LOCATION MAP



SINGAPORE MEDIA ACADEMY PTE LTD

1 Stars Avenue, Singapore 138507

T +65 6333 3888 E Marketing@MediaAcademy.sg

www.MediaAcademy.sg

www.facebook.com/SingaporeMediaAcademy



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All information contained in this brochure is correct at time of print (May 2022), and may be subject to change. Singapore Media Academy reserves the right to change, amend or alter the information without prior notice.