SINGAPORE MEDIA ACADEMY

mediacorp

Corporate Training Solutions

PROFESSIONAL DEVELOPMENT

Corporate Training Solutions

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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**.

- Speech Writing, Engaging Pitch and Proposal Writing
- Social Media Engagement & Online Community Management
- Personal Online Branding & Effective Presentation Skills
- Media Relations & Crisis Communications
- Branding through Videography and Photography

OUR TRAINERS

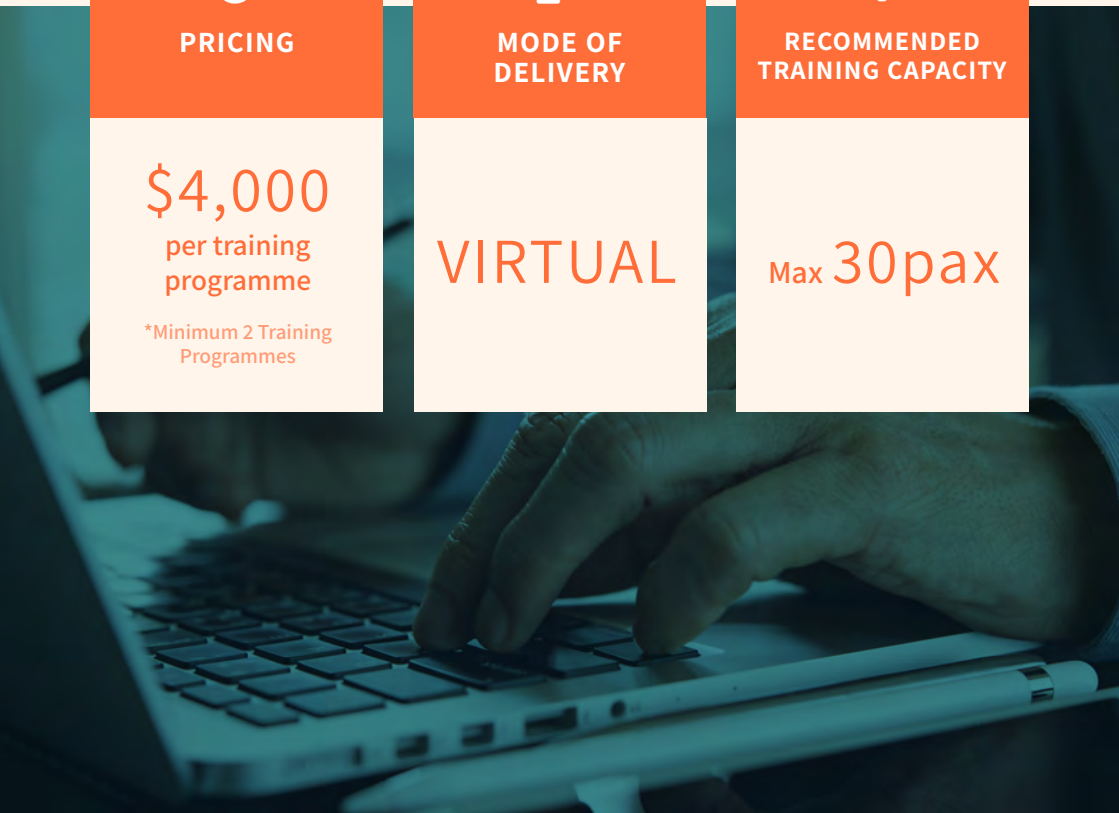
Our trainers come with a wealth of experience as active practitioners of their craft; they are either Mediacorp employees or professionals in the media sector.

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.

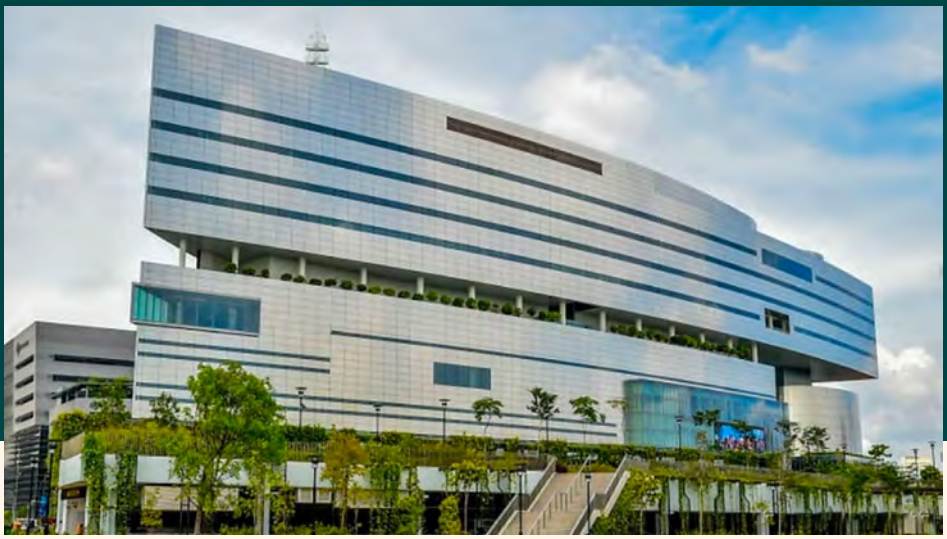
Our corporate clients include the Public & Private Sectors and Education Institutions.

PRICING	MODE OF DELIVERY	RECOMMENDED TRAINING CAPACITY
$4,000 per training programme *Minimum 2 Training Programmes	VIRTUAL	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 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.

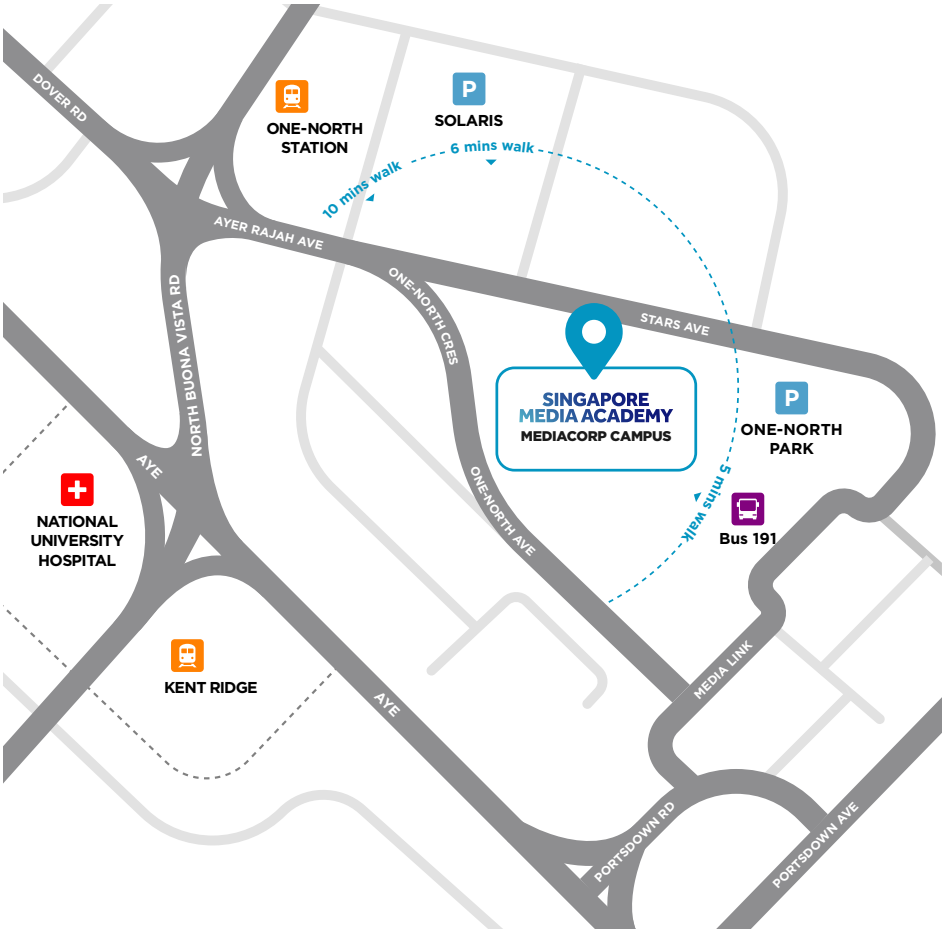
Learning Outcomes

- 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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