



Workshop on Speaker Training on Facing Media

Co-organisers	:	Clinical Division of Old Age Psychiatry and Public Awareness Committee of the Hong Kong College of Psychiatrists
Date	:	09 April 2011 (Saturday)
Time	:	12:30 to 13:30 (Lunch) 13:30 to 17:00 (Workshop)
Venue	:	Shanghai Room, Level 8, Langham Place Hotel, 555 Shanghai Street, Mongkok
Speaker	:	Ms. Pauline Luk Assistant Professor and Program Director of Public Relations and Advertising Department of Journalism and Communication Hong Kong Shue Yan University
Registration fee	:	Free (include complimentary lunch and refreshments)
CME	:	Pending

This interactive workshop is aimed at providing training for psychiatrists to handle interviews with media. It can enhance exchange of our professional knowledge and foster a proper community alliance to tackle mental health problems with the media.

Objectives of the Workshop:

1. Specific communication skills in relation to media exposure
2. What the reporters look for during interview, for TV broadcast and news article
3. Professional ethics
4. Hands on experience for participants and with immediate feedback
5. Sharing session between fellows in this area

Program rundown

09 April 2011	
12:00 – 12:30	Registration
12:30 – 13:30	<i>Lunch</i>
13:30 – 14:30	Session 1 – Public Speaking Techniques <ul style="list-style-type: none">● How to identify the purpose● How to formulate the message● How to present the ideas in attractive ways
14:30 – 15:00	Session 2 – Communication with Media <ul style="list-style-type: none">● Know more about Media in HK● Effective communication with Media● Do's and Don'ts
15:00 – 15:15	<i>Tea refreshment</i>
15:15 – 16:30	Session 3 – Case sharing & Further Applications <ul style="list-style-type: none">● Sharing among participants● Application in Health Communication
16:30 – 17:00	Session 4 - Sharing of experience with <ul style="list-style-type: none">● Dr. WK Lee● Dr. FK Tsang

Sponsor by: Novartis (HK) Limited



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Enrolment Form

Title: _____ Name (with surname in block letters): _____

Position: _____ Organisation: _____

Correspondence Address: _____

Phone: _____ Fax: _____ Email: _____

Remarks:

1. We urge interested participants to register early as seats are limited.
2. The acceptance of registration is at organiser's sole discretion. Successful applicants will be informed by email.
3. If the Typhoon Signal No. 8 or above, or the Black Rainstorm Warning Signal is hoisted, the workshop will be cancelled. Details of postponement, if applicable, will be announced later.
4. For registration, please email to hkpsych_ea@hkam.org.hk / fax **2870 1391** or call **28718776** for enquiries.