

Prepared By: HCRD	MEDIA PARTNER	Date: 1 March 2020	
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Approval By: QA & MR		Doc No : WI-CRD/MP/012.4a/02/15	Page: 01 of 02
WORKING INSTRUCTION			
1. Objective To support event publication such as advertisement or coverage in media from pre-event, during and post event.			
2. Person In Charge Media Relations			
3. Phase of Process Media partner can be approached per event according to the objective and concept of an event. The barter value can be set in the proposal from each committee with the suggestion from Communication & Reputation Department team.			
No	Description and Phase of Process	PIC	Document
1.	Media Relations received the information of the event officially	Committee Media Relations	- Internal communication - Proposal of the event
2.	The Committee and Media Relations should discuss regarding the barter value that can be offered to the media.	Committee Media Relations	Proposal of the event
3.	Media Relations approach the selected media and send the proposal of the event	Media Relations	- Proposal of the event - List of media
4.	Prepare the confirmation letter/MOU/agreement letter to be sent to the media after signed by the PIC of the event	Media Relations	- MOU/Agreement - Letter/Confirmation Letter
5.	Media Relations received the media partner logo and forward it to the PIC of the event	Media Relations PIC of the event	Soft copy logo of the Media
6.	Media Relations monitor and make sure all the placement of the logo media partner in all publication material of the event	Media Relations	Publication of the event
7.	Media Relations prepare and send the invitation to the media partner	Media Relations	Invitation
8.	Media relations and Committee of the event prepare the press release and media/press kit	Media Relations Committee	- Press Release - Brochures - Souvenir : pen, notes, sticker, agenda, etc
9.	Media relations together with the committee assist the journalist of the media partner during the event	Media Relations Committee	- Media registration book - Press release - Media Kit

10.	Monitoring the coverage as stated on the agreement letter/MOU	Media Relations Committee	<ul style="list-style-type: none"> - Media monitoring file - Post Event Report
11.	Prepare and send report of the event to the media partner	Media Relations	<ul style="list-style-type: none"> - Report of the event - Photo documentation

