TrainingConcepts

TRAINER PROFILE · MEDIA, COMMUNICATIONS & CREATIVE LEADERSHIP

Noorul Hassan *Shareef*

A media, communications and creative professional with more than two decades across television, filmmaking, branded content, corporate communications and board-level leadership — who now teaches what he has practised.

20+
years in media & creative work

500+
hours of content produced

APAC
production & corporate experience

SID-SRAD
Senior Accredited Director

01 Profile

Hassan spent his career on the production floor: as Executive Creative Producer at Mediacorp, leading campaigns and more than 500 hours of content across his career; as a regional producer and project manager with Cisco Systems across Asia Pacific; and at Singapore Aquatics, leading communications, content, branding and stakeholder engagement.

He has served as a juror for the Asian Academy Creative Awards, judging work across the region. He trains as a practitioner, a creative leader and a board director. His programmes are workshop-driven and scenario-based, built on simulations, recorded exercises and real case studies, with direct individual feedback — so participants leave communicating with greater clarity, confidence and impact.



CREDENTIALS

Harvard Business School
Executive Education — The Business of Entertainment, Media and Sports

Middlesex University
BA (Hons), Digital Film Making

Nanyang Academy of Fine Arts
Diploma in Multimedia, majoring in Audio Video Production

Singapore Institute of Directors
Senior Accredited Director (SID-SRAD)

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02 Signature training programmes

Eight programmes across media, communication and creative craft — each available in-house and tailored to the organisation.

Crisis communications & media management

Holding the line when the story is moving faster than the facts.

On-camera confidence & presentation skills

Recorded practice until the camera stops being the problem.

Brand storytelling & corporate communications

Turning a brand position into stories people repeat.

Storytelling for business & leaders

The narrative discipline behind a town hall, a keynote or an investor update.

Writing & producing effective video content

Script, shoot and cut — what makes corporate video worth watching.

Video production for non-production professionals

For communications teams who now have to produce, not commission.

Social media content & digital storytelling

Formats, platforms and the craft of short-form attention.

Creative thinking, ideation & content development

Where campaign ideas come from, and how to develop them under deadline.

TRAINING APPROACH

- Practical and workshop-driven
- Scenario-based, built on real situations
- Recorded simulations played back and reviewed
- Real-world case studies from broadcast and corporate work
- Constructive individual feedback for every participant

IDEAL AUDIENCES

- Corporate leaders and communicators
- Communications and marketing teams
- Public-sector officers
- Sports organisations and athletes
- Associations and member-based organisations
- Emerging media professionals

03 Career

Twenty years on the production floor, from child artiste to executive creative producer — and from broadcast entertainment to corporate and public-sector communications.

2023–2026

Assistant Director, Singapore Aquatics

Led communications, content, branding, membership engagement and major stakeholder initiatives for the national aquatics body.

2014–2021

Executive Creative Producer, Mediacorp

Branding and promotions for okto and Channel 5. Contributed to the Channel 5 rebrand and spearheaded the okto rebrand across its kids and sports belts.

REGIONAL

Producer / Project Manager, Cisco Systems

Production and corporate communications work across Asia Pacific.

ACROSS HIS CAREER

Creative Director, Producer, Writer

Broadcast, branded content and public-sector campaigns, plus corporate videos and multimedia presentations for local and international organisations.

CAMPAIGNS AND MAJOR PROJECTS

- Olympics and Paralympics
- Commonwealth Games and Asian Games
- SEA Games 2015 — creative lead
- ASEAN Para Games
- Formula 1 and the FIFA World Cup
- National Day 2014
- 987 “Above the Noise” brand campaign
- Selected by IMDA to film the IDA–MDA merger launch in 360 video

ON SCREEN AND BEHIND THE CAMERA

- Produced and directed for Mediacorp: Cradle of Life, Crime Watch Athisayangal, Dhum Dhum Dhumeel, Planet Galatta and Dhool
- Associate Creative Director, Dhum Dhum Dhumeel; Associate and Segment Director, Planet Galatta
- Began as a child artiste at 14; acted in award-winning dramas including Suttu Viral, Mugangal, Thirai, Adimai, Pachi Solluthu, Manam and Vizhiligal

REGIONAL RECOGNITION

Juror, Asian Academy Creative Awards

Invited to judge entries at the region’s principal awards for screen and creative content — assessing craft, storytelling and production standards across Asia Pacific, and the benchmark he now brings into the training room.









04 Leadership & governance

Hassan sits on boards as well as in edit suites. That combination is unusual in a communications trainer, and it shows in how he teaches: he has had to explain a difficult decision to members, not only to an audience.

Singapore National Co-operative Federation Executive Committee Member	**IMPROF** Executive Council Member
Premier Security Co-operative Ltd Director	**Singapore Government Staff Credit Co-operative** Director

Through his involvement in community and arts activities he has developed a working understanding of the issues facing community organisations and the arts sector — and he continues to develop his own craft through lifelong learning and professional development.

WHAT PARTICIPANTS TAKE AWAY

- A clear story structure they can reuse under pressure
- Recorded evidence of their own delivery, before and after
- Practical technique for the camera, the microphone and the room
- Story discipline: what to lead with, what to cut, what to repeat
- A plan for the next presentation, story or piece of content

BOOK A PROGRAMME

Give your team the craft to tell the story well.

Every programme can be run in-house and tailored to your organisation, your people and the stories you have to tell.

TrainingConcepts

Singapore · Serving clients across Asia Pacific

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