

## Elite Panel of Judges Brought Together for the Upcoming Malaysia PR Awards 2011

Seasoned practitioners from consultancies and in house environments were carefully selected by PRCA Malaysia and brought together as judges for the 5<sup>th</sup> Malaysia Public Relations Awards (MPRA 2011).

The five-member panel includes **Bob Pickard**, President and CEO of Burson-Marsteller Asia-Pacific, **Mei K Kuan**, founder partner of Quattro Communications, **Tammy Toh**, Vice President of Communications at Astro, **Vijayaratham Tharumartnam**, Corporate Communications Director of MDeC, and **Jacey Lee**, Managing Director of Ogilvy Public Relations Worldwide Kuala Lumpur.

“We wanted a panel of judges who not only have years of experience but are knowledgeable in the field. Hence, we have strict guidelines when selecting a jury because we are looking for judges who have the right balance of specialist knowledge, experience and objectivity,” said Julia Ahmad, President of the Public Relations Consultants’ Association of Malaysia.

This year, PRCA Malaysia has received a record number of 50 entries for the Malaysia PR Awards 2011, sealing its place as the nation’s most sought after awards in the PR arena. Sponsored by News & Ads Monitoring Agency Sdn. Bhd. (nama), the 2011 edition will be even more exciting as the award presentation will be held concurrently with the first ever Malaysia Public Relations Summit on 6 March 2012 at Sime Darby Convention Center.

The elite panel of judges this year are as below:

**Bob Pickard** co-founded and led successful award-winning PR consultancies

including some of the biggest PR consultancies like Edelman and Hill & Knowlton in countries such as the United States, Japan, Korea and Canada. Pickard joined Edelman Korea as Managing Director after a successful 15-year career in North American public relations. During his tenure, Edelman Korea was named "Consultancy of the Year" at the Asia-Pacific PR Awards in 2004. He is now the President and CEO of Burson-Marsteller Asia-Pacific, overseeing 32 office networks across 16 Asia-Pacific markets with more than 700 employees under his leadership.

**Mei K Kuan** established Quattro Communications back in 1993 and remains as a founding partner. One of the pioneering local PR consultancies in Malaysia, Quattro Communications has been providing corporate, marketing strategic counsel and communications support to local and multinational corporations. On a personal level, Kuan is a marketing and communications advisor to World Vision Malaysia.

**Tammy Toh** is the Vice President of Communications at Astro, where she oversees communications for the company's Pay TV, Content, Radio and Digital businesses. She has communications and corporate affairs experience in diverse industries among them media and entertainment, banking and insurance, construction and manufacturing.

**Vijayaratnam Tharumartnam** is a seasoned practitioner, having accumulated much experience in the communication field while serving as Vice President of Communications at HSBC Global Resources (UK) Ltd, being the Corporate Affairs and Press Relations Manager at BMW Group Malaysia, Senior Consultant at Ogilvy Public Relations Worldwide, Principal Consultant at Ovation PR, and a consultant at Petronas on the Petrosains Museum Project among others. June 2010 saw the start of his tenure with MDeC as the Corporate Communications Director. His role covers a broad range of tasks, including corporate communications strategy, planning, and implementation, advertising and marketing, media relations, internal communications, Corporate Social Responsibility and all other matters pertaining to brand.

**Jacey Lee** is the Managing Director of Ogilvy Public Relations Worldwide, Kuala Lumpur. She is responsible for driving the firm's expansion and best practices as well as for diversifying the firm's range of communications consulting services. Jacey provides strategic counsel to some of the world's largest multinationals in Malaysia including Shell and Goodyear. Over the years, Jacey has advised many leading companies in the consumer marketing, corporate and financial services, business-to-business and telecommunications sectors on brand building and strategic communications. She has strong experience in counselling clients on communications and media strategy and issues management. In Ogilvy, she oversees the broad spectrum of programmes for all practices including corporate and finance, consumer marketing and digital influence.

"We are looking forward to the decisions from the panel and looking at the entries thi

year, it would be a close fight indeed,” said Julia.

PRCA Malaysia will also be hosting its inaugural Malaysia Public Relations Summit 2012 on the same day at Sime Darby Convention Centre. Themed ‘Transformational Communication’, the Summit will discuss on key issues relating to the practice, purpose and process of public relations, corporate communications and corporate affairs in Asia including Malaysia.

The full-day event targets to attract over 200 delegates with a line-up of reputable speakers who are the industry’s leaders in Asia. This is backed by a powerful and industry-driven agenda that includes keynotes, insightful debates and intense panel discussions on the transformational landscape of the PR industry.

“We are very pleased to be hosting the Malaysia Public Relations Summit 2012 for the first time. We believe the Summit will serve as a platform for fellow practitioners to gain industry insights from some of the key influencers in the profession which we have engaged,” said Julia Ahmad, President of PRCA Malaysia.

A line-up of regional and international speakers have confirmed to speak at the Summit, they include

- Kathy Tunheim, President, IPREX Worldwide
  
- Bob Pickard, President and CEO of Burson-Marsteller Asia Pacific
  
- James Heimowitz, President and CEO, Asia, Chairman, China, Hill + Knowlton Strategies Asia Ltd

Apart from the key topics lined up for the day, another interesting highlight of the summit is a panel discussion which will discuss on the issues and challenges of *Transformational Communication* in the Malaysian PR industry.

“We have carefully thought out the theme for this inaugural Summit to ensure that it is current and relevant to the industry. We are confident that the Summit will benefit our audience given the extensiveness and depth of the topic that we will be covering during the one-day event,” said Julia.

“At the same time, it is also our hope that the Summit will be made more fruitful with the participation of the audience in sharing their ideas and experiences. We are certain, this will contribute to the advancement of the industry,” she added.

The participation fees for the Malaysia Public Relations Summit 2012 are:

- RM399 for PRCA Malaysia members
- RM499 for non PRCA Malaysia members
- RM200 for Non-Governmental and Charity Organizations and academic

professionals

- RM130 for graduates of PR, Communications or English majors from Government or private universities and institutions of higher learning.

Special 'Early-Bird' Rates, a 15% discount off the fees are applicable to members or non-members of PRCA Malaysia who register before or by 16 January 2012. Members of non-governmental or charity organizations, students and academic professionals are also entitled to a special offer of 1 free admission for every registration of 10 persons.

Heads of Corporate Communications and Corporate Affairs, Public Relations practitioners and relevant Marketing Services Professionals working within a communications driven environment are encouraged to attend.

To obtain more information on the Malaysia PR Summit 2012, please call 012-2656 265 or log on to [www.prcamalaysia.org](http://www.prcamalaysia.org) to download a copy of the registration form.

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Contact PRCA Malaysia via e-mail at [secretariat@prcamalaysia.org](mailto:secretariat@prcamalaysia.org) or visit our website for the latest news: <http://www.prcamalaysia.org>

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