

34 Finalists Vying for the Top Local Public Relations Accolade

In less than a month's time, the winners of the nation's most prestigious PR award will be revealed at the 5th Malaysia Public Relations Awards (MPRA 2011) in a presentation dinner at the Sime Darby Convention Centre.

According to Julia Ahmad, President of the Public Relations Consultants' Association of Malaysia, PRCA Malaysia received a record number of 50 entries for the Malaysia PR Awards 2011, almost double the previous year's record.

"This Awards programme has seen a steady increase of entries since its inception. There were 16 entries in 2008, 26 in 2009, 30 in 2010 and 50 this year. The same can be said for finalists, with 12 in 2008, 14 in 2009, 19 in 2010 and 34 this year."

A noticeable trend is the spike in the submissions for digital platforms utilized. With the "Technique Awards" category which includes the Best Use of Digital and Promotional Activity of the Year award, we were delighted to receive 6 very innovative and cutting-edge digital campaigns that were planned and executed in 2011," she added.

A five-member panel of judges including 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, Vijayaratnam Tharumartnam, Corporate Communications Director of MDeC, and Jacey Lee, Managing Director of Ogilvy Public Relations Worldwide Kuala Lumpur independently reviewed and selected the 34 finalists. (Profiles of the judges are appended below.)

MPRA serves as a premier platform for PR professionals in the country to showcase their successful campaigns and effective communications programme. The 2011 edition will be even more relevant as the awards presentation ceremony will be held

together with the first ever Malaysia Public Relations Summit. The Summit has confirmed a line-up of regional and international speakers such as Kathy Tunheim, President of IPREX Worldwide, Bob Pickard, President and CEO of Burson-Marsteller Asia Pacific, and James Heimowitz, President and CEO Asia, of Hill & Knowlton. Registration form and details of the Malaysia PR Summit can be downloaded from the homepage www.prcamalaysia.org

The awards presentation dinner will be held on the evening of 6th of March 2012 at the Sime Darby Convention Centre in Kuala Lumpur. The dinner is open to companies who have submitted their entries to MPRA as well as invited guests with the details of the pricing of the tables as below:

RM2,000 for a full table

RM1,200 for half table

Kindly make your table reservations by contacting secretariat@prcamalaysia.org or call Adeline at 03-2287 6700.

nama – a news media monitoring company, offering complete coverage and analysis of all the nation’s top media outlets– is supporting both events as the main sponsor.

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The elite panel of judges for MPRA 2011 comprise:

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.

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