

MALAYSIA
PR
AWARDS 2011

It is with pleasure that I announce the 5th **Malaysia Public Relations Awards** (MPRA 2011) will be presented on 6 March 2012, a slight departure from previous years when the Awards were presented towards the end of each year.

MPRA 2011 will take place on the same day as the first Malaysia **Public Relations Summit** to be organized by the Public Relations Consultants Association of Malaysia (PRCA Malaysia), the organizers of the MPRA. As in previous years, the awards are open to all public relations practitioners and their respective companies as well as to in-house practitioners.

We recognize that practitioners have worked tirelessly on campaigns throughout the year and the MPRA is an excellent opportunity for all practitioners to showcase successful campaigns and excellent communications programmes they have created during the period 1st September 2010 to 30th December 2011.

You should be proud of your work and you should receive recognition for your accomplishments and we hope that you will participate in MPRA 2011 and share your best work with your colleagues in the industry. As the MPRA is modeled after the regional Awards organized by Media, the leading fortnightly marketing and communications newspaper for Asia Pacific we hope that those of you who have submitted entries to the regional awards will also send in your entries to MPRA 2011.

There are a total of 7 Categories for MPRA 2011 namely, General Consumer Awards,

Industry Market Awards, Corporate Awards, Targeted Audience Awards, Social Education & Philanthropy Awards, Technique Awards and the Gold Awards. Details on each category and entry requirements are available in the attached entry kit.

We look forward to your participation in the MPRA 2011 Awards.

All the best!

Julia Ahmad
President
Public Relations Consultants' Association of Malaysia

Please note that the entry kit and request for sponsorship form are also available on the association's homepage (www.prcamalaysia.org)

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