



PR Industry Research – your opinion counts!

The Public Relations Consultants' Association of Malaysia (PRCA Malaysia) and Asia Media Monitors (AMM) is collaborating on a survey to better understand the changing landscape of public relations, as well as the media environment. The study is designed to seek the opinion of influential PR practitioners in Malaysia and will look to assess current state and future trends within Malaysia.

This is the first survey of its kind, and will, we hope, provide qualitative and quantitative insights on areas critical to the public relations profession. To this end, we seek your participation in this survey, which should take no more than 10 minutes of your time.

Key aggregate findings from the research will be shared with all participants and presented at a free industry seminar in August 2010 to which research participants and industry peers will be invited. The findings will provide you with market intelligence that will help you to boost your performance in the public relations arena.

To participate, click this link <http://www.keysurvey.com/survey/315209/1701/> to access the online form. The closing date is Sunday, 4 July 2010.

Your responses/details will remain private and confidential. Thank you for participating.

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