



[PRCA Malaysia Opens Submissions For Malaysia PR Awards 2011](#)

Submissions are open for the 5th edition of the Malaysia Public Relations Awards (MPRA) 2011, the industry's highest recognition for consultancies, campaigns and individuals behind cutting edge communications programmes and campaigns in the PR arena.

Usually held at the end of the year, this year's MPRA ceremony will be in conjunction with the first ever Malaysia Public Relations Summit on 6th March 2012 at Sime Darby Convention Center. Themed 'Transformational Communication', the Summit will gather key influencers in the profession for a full day event focusing on key issues relating to the practice, purpose and process of modern Public Relations, Corporate Communications and Corporate Affairs.

Seven Categories including One Gold Award

The Malaysia PR Awards 2011 will have a total of seven Categories including one Gold Award - the Campaign of the Year, that will be awarded to selected entries in this year's event. All

of the awards are open to entries from PR consultancies, solo practitioners and in-house departments from Malaysia except for the Gold Award which will be selected by the judges based on the entry considered as the best of the individual winners of the six categories.

The categories for MPRA 2011 are as listed below:

General Consumer Awards

1. Product Brand Development Campaign of the Year
2. Consumer Launch Campaign of the Year

Industry Market Awards

3. Healthcare: Ethical Campaign of the Year
4. Technology Campaign of the Year
5. Business-to-Business Campaign of the Year

Targeted Audience Awards

6. Employee Communications Campaign of the Year

Corporate Awards

7. Corporate Branding Campaign of the Year
8. Public Affairs Campaign of the Year
9. Financial Communications Campaign of the Year
10. Crisis or Issues Management Campaign of the Year

Social Education & Philanthropy Awards

11. Corporate Social Responsibility Campaign of the Year
12. Environmental Campaign of the Year
13. Public Sector Campaign of the Year

Technique Awards

14. Best Use of Digital
15. Promotional Activity of the Year

Gold Awards

16. Campaign of the Year

Except where indicated in the entry kit, entries should be from the timeline between 1st September 2010 and 30th December 2011. There is no limit to the number of categories that can be entered, but no single campaign may be entered into more than three categories. The entry fee for each submission is RM200 for PRCA Malaysia members and RM400 for non-members for entries submitted by or before 23 December 2011. For late entries that are submitted between 23 to 31 December, the entry fee is RM300 and RM500 respectively for members and non-members. The entry kit and form is available on the homepage of the PRCA Malaysia website: <http://www.prcamalaysia.org>.

"We want to raise awareness of the industry's professional standards as well as excellence in the PR profession. PR Practitioners should be proud of their work and they should receive recognition for their accomplishments," said Julia Ahmad, the president of PRCA Malaysia.

"We look forward to receiving many high quality entries this year, and hope that those who have submitted their entries to the regional awards organised by *Media*, which MPRA is modelled after, will also submit their entries to MPRA 2011 as well," said Julia. *Media* is the leading fortnightly marketing and communications newspaper for Asia Pacific who has been supporting the Malaysia PR awards since its inception.

The awards will be independently judged by a panel of leading senior PR practitioners from consultancies and in-house environments with the right balance of specialist knowledge, experience and objectivity.

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