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Thank you Julia Ahmad

We regret to inform members that our President, Julia Ahmad, has stepped down due to ill health. The Executive Committee would like to express their utmost gratitude to Julia for her unrelenting efforts in spearheading the association's activities over the past few years and wish her well on her road to recovery.

Joycelyn Lee, Vice President, will now be Acting President until the next AGM in March 2013 while Rozani Jainudeen has been voted into the Executive Committee as Committee Member.

Acting President's Message at Members night

(5 September 2012)

Good evening ladies and gentlemen of the PR industry.

Thank you for making time to come to our first PRCA Members' Night. We hope this will be the first of many to come.

You are probably wondering why after such a long silence – aside from our annual PR Awards and the occasional talk by a visiting speaker – the PRCA has organized this Members Night.

Aside from getting together – which we all seldom do, despite probably promising each other and ourselves – to connect and reconnect with other PR practitioners, tonight is about a couple of things.

It is firstly about the PRCA Committee hopefully giving you an idea of where we see the association going in the future and how we can help to grow the industry in Malaysia.

But, more importantly, it is about PR practitioners coming together to give their industry association feedback and ideas about how you think the PRCA can help the industry in

Malaysia grow.

As practitioners, we have all faced similar challenges:

- The talent crunch, how difficult it is to find good people, how they don't stay, and so on and so forth
- The need for more training, where can we go besides internally, to train our younger practitioners and
- Educating clients and potential clients who have no idea what we do and who treat us like vendors

To address these and other issues, the PRCA has come up with some ideas. For one, the PRCA has drafted a **Vision and Mission** for the association. We would like you to take a look and then to **comment** on it, before it is adopted by the association.

At the same time, we have listed out some activities for the next year that we expect to roll out, and would like your feedback and support on it.

Aside from our annual get-together, also known as the Malaysian PR Awards, we will be organizing the Malaysia PR Summit every two years. Our first PR Summit was quite well received earlier this year. The PR Summit will be held about the same time as the PR Awards.

At the same time, to assist our members in their submissions for the PR Awards, we will be conducting half-day workshops which we hope will help agencies put together their submissions.

Meanwhile, based on the feedback that we have been getting individually and during our last AGM, we understand that training and talent sourcing is very much an issue with our corporate members. With that in mind, we will be conducting a one-day practical workshop twice a year for young PR practitioners. Tonight is the best time to give us some feedback on what you would like to see as part of the module.

We are also in the midst of putting together a cohesive outreach programme that will enable us to work with universities and colleges and reach out to students.

Of course, please bear in mind that we all have day jobs so we are somewhat limited when it comes to resources. Having said that, we would also be very happy if there is anyone who, out of the kindness of their hearts and who want to contribute towards our industry's growth, would like to volunteer their services.

I could continue speaking about all the issues we face, but I believe that interactive sessions and even written suggestions are much better than just one person speaking at a bunch of people whose iced drinks are melting.

Please do read the draft of our Vision & Mission and if you have any comments/suggestions, do grab pen and paper from PRCA reps located around the venue and hand them to us when you are done. If you would like to be a volunteer, please note it on the form.

If you have any questions or comments, please do come by and speak with any of us. Have a good evening.

Joycelyn Lee
Acting President

OUR VISION

To be at the heart of a profession that:

Is respected for its professionalism, integrity and diversity

Is welcome and valued in all organizations

Contributes to society and is in turn recognized by society

Attracts the best and the brightest

OUR MISSION

To be the voice of the Malaysian Public Relations profession that will:

Unify the PR profession in Malaysia

Champion professional interests

Raise professional standards

Foster industry excellence

Share knowledge for the benefit of our members

Please return the suggestion form below to secretariat@prcamalaysia.org



SUGGESTION FORM

Name : _____
Company Name : _____
Email : _____
Tel : _____
Suggestions : _____

I want to be a volunteer (Please tick)

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