

PRCA Malaysia NEWS

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MPRA to name Communicator of the Year 2008 on Tuesday

The second Malaysia PR Awards (MPRA) will honour the head of a leading Malaysian organisation as the "Communicator of the Year" at its Gala Night on Tuesday at the Shangri-La Hotel Kuala Lumpur.

PRCA Malaysia president Julia Ahmad said the winner was selected for outstanding prowess in delivering the key messages of the organisation.

"The award is bestowed based on information available in the public domain. One does not apply to take part as this category cannot be entered.

"Our panel of judges, comprising leading PR practitioners in consultancy and corporations, selected the winner based on outstanding PR ability to reach stakeholder audiences," Julia said.

"This year's winner had the unanimous approval of the judges for effectiveness as a communicator in furthering the organisation's mandate covering market growth and development, transparency and corporate responsibility," she added.

MPRA will also honour PR consultancies which excel in the following categories:

1. Healthcare: Ethical Campaign of the Year
2. Technology Campaign of the Year
3. Corporate Branding Campaign of the Year
4. Public Affairs Campaign of the Year
5. Best Use of Digital
6. Promotional Activity of the Year
7. PR Innovation of the Year
8. Campaign of the Year (Gold Award)

Julia said the Campaign of the Year would be chosen from the entry considered the best of the individual campaign winners from all categories.

MPRA 2008 is organised by the Public Relations Consultants' Association of Malaysia (PRCA Malaysia) with the support of *Media*, the fortnightly marketing and communications newspaper for Asia Pacific.

"Our appreciation goes to *Media* publication for allowing us to model MPRA after its annual Asia Pacific PR Awards," Julia said.

The MPRA Night will be held at the Sarawak Ballroom of Shangri-La Hotel here. Limited tables are available at RM1,800 each. For reservations, please call Tang Ching or Melissa at 2287 6700 or email: secretariat@prcamalaysia.org

Asia Media Monitors is the Gold Sponsor for MPRA 2008.

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