

Call for entries to PublicAffairsAsia 2010 Gold Standards Awards

PublicAffairsAsia has formally launched the 2010 Gold Standard Awards - the only programme recognising global excellence in the field of Asia Pacific-related public affairs, corporate affairs and governmental communications. The awards are open to corporations, government agencies, diplomatic missions, NGOs and consultancies engaged in public and corporate affairs, government relations and stakeholder engagement.

Judges for the 2010 programme include former Indian Cabinet minister Mani Shankar Aiyar, K Bhavani, Director of Public Communications at the Ministry of Information, Communications and the Arts (MICA) in Singapore, Scott Kronick, China President of Ogilvy and Carolyn Brehm, Vice President for Global Government Relations for Procter & Gamble. In total over 40 judges will assess this year's entries.

New categories in the 2010 awards include The Gold Standard in Diplomatic Engagement and The Gold Standard in NGO Engagement. A new award, entitled The Prospect Resourcing Award for Professional Excellence, will recognise the achievements of one senior industry figure.

This year's sponsors include News Corporation, Weber Shandwick, Fleishman-Hillard, UPS, AmCham China, Bite Communications, Eon, The Research Pacific Group, Edelman, Prospect Resourcing, Henry Hale Maguire, PR Newswire, the US Asean Business Council, the Global Alliance, the PRCA, the Hong Kong Council for Public Relations Firms, and the China Britain Business Council.

Once again PublicAffairsAsia will honour a political leader with The Gold Standard Award for Political Communications, an accolade last year awarded to Indonesian President Susilo Bambang Yudhoyono.

NOMINATIONS OPEN SEPTEMBER 1, 2010 AND CLOSE OCTOBER 15, 2010

For more Information, follow the link <http://www.goldstandardawards2010.com/>

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