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What Makes a Winning Entry:

A Malaysia PR Awards 2009 Workshop

Learn first-hand from the MPRA 2008 winners from Weber Shandwick, Text 100, Edelman and Fleishman-Hillard, who will share the stories and insights behind their successful campaigns. Gather tips on what makes a winning case and how to avoid pitfalls from PRCA Malaysia's Vice President, Ku Kok Peng, the lead organiser for Malaysia PR Awards since its inception, and a judge at the Asia Pacific PR Awards 2007.

Whether you are planning to send entries to this year's Asia Pacific PR Awards or Malaysia PR Awards or otherwise, this is an invaluable event not to be missed.

Nominal fee of RM10 per person will be collected at the door.

Details are as follows:

Time: 3.00 pm – 5.00 pm
Date: Friday, 14 August 2009
Venue: MS&L
M-01 and M-02, Mezzanine Floor, Wisma LYL
12 Jalan 51A/223
46100 Petaling Jaya

For registration, please contact Lee Tang Ching or Melissa Wong at PRCA Secretariat at secretariat@prcamalaysia.org or Tel: +603.2287.6700

StraightTalk (10 July 2009): An update

On the eve of our Prime Minister's 100th day in office, PRCA Malaysia invited Tengku Razaleigh Hamzah to share his views of the PM's performance thus far. The former Minister of Finance said that Malaysians should instead evaluate Malaysia against issues like "the fact of constitutional failure in Perak" and "the stench of corruption" in the Port Klang Free Zone (PKFZ) project.

Tengku Razaleigh said that Malaysians should start trusting "less in personalities and more in policies."

"Look less to politics and more to principles, less to rhetoric and more to tangible outcomes, less to the government of the day and more to enduring institutions," he said.

The full speech can be downloaded from our homepage (www.prcamalaysia.org) under 'StraightTalk'.

SpeakEasy (25 June 2009): An update

The SpeakEasy session attracted an engaging group of young consultants who capitalized on the Pecha Kucha format to provide short but succinct presentations. Three presentations were made on the evening of 25 June:

- "Lomography" by Teoh Seet Heng of Fleishman-Hillard
- "Experiences in Myanmar" by Fairul Sulaiman
- "Why Learn Sign language" by Melissa Wong of Ming, KH and Associates

Another session is scheduled for October this year. To register interest in future SpeakEasy sessions, please contact Siti Aadila (aadila@publicis.com.my) or Melissa Wong (Melissa@ming-kh.com.my).

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