

MALAYSIA
PR
AWARDS 2010

**Stellar line-up of experienced professionals
to judge highest number of entries to date**

*Submissions from PR firms and organisational PR departments
raise the stakes for industry recognition*

A panel of experienced professionals in communications and public relations will judge a record number of submissions to this year's Malaysian Public Relations Awards (MPRA).

Fourteen companies, among them in-house PR departments of major Malaysian organisations, submitted a total of 30 of their most creative and high-impact campaigns, signaling MPRA's rise in stature as the leading national PR Awards programme in Malaysia.

This year's panel of experienced professionals will bring fresh perspectives.

Leading creativity guru and author Fredrik Härén, and Andreas Vogiatzakis, Managing Director of Omnicom Media Group in Malaysia, join seasoned communications industry professionals Ku Kok Peng, Noor Yang Azwar Kamarudin and Sharifah Rozita Syed Sulaiman, collectively adding considerable gravitas to the awards programme.

“We are honoured that these industry leaders have agreed to bring their expertise to the Malaysia PR Awards this year. The fact that we have two industry leaders from outside pure-blood PR makes this year’s MPRA the most definitive to date.

“Public relations is at the core of multi-channel, multi-stakeholder engagement to build trust. PR practitioners increasingly need to think beyond the norm and offer creative communications solutions to organisations, across mainstream, online and offline channels. This year’s panel brings depth and breadth to the MPRA, cementing its place in the industry as the premier PR awards programme,” said Julia Ahmad, President of the Public Relations Consultants’ Association of Malaysia.

This year’s five judges come with diverse backgrounds and experience.

Author and sought-after speaking on creativity and idea generation, Swedish **native Fredrik Härén** has delivered over 1,000 speeches, lectures and workshops about business creativity, and idea generation to hundreds of organisations in over 25 countries. Based in Singapore, he is the founder of Sweden’s leading creativity company, *The Interesting Organization*.

Andreas Vogiatzakis brings a wealth of international experience in media and management, spanning six countries on three continents. Relocating to Kuala Lumpur in 2006, OMD Malaysia under his watch has grown from strength to strength, receiving the Silver Award in 2008 and 2009 for Best Office of the Year in South East Asia.

Ku Kok Peng is Associate Director at Pemandu, the government agency responsible for Economic Transformation Programme and Government Transformation Programme. Prior to joining Pemandu in August 2010, he was Partner and Managing Director, Market Development, at Fleishman-Hillard, where he oversaw the firm’s Kuala Lumpur, Jakarta and Manila businesses. Ku currently serves as an Adviser to PRCA Malaysia.

Noor Yang Azwar Kamarudin, currently the Designate Director, Public Affairs and Communication at Pfizer Malaysia, brings valuable experience in the fields of government relations and public policy.

Sharifah Rozita Syed Sulaiman has close to 30 years’ experience in communications and corporate affairs in diverse industries, among them tobacco, oil and gas, and heavy industry. Her professional credentials include counseling some of the world’s leading firms. Sharifah established her own consulting firm, SR Associates, to provide consultancy in the areas of brand, issues and communication management.

“I look forward to the outcomes and decisions from our expert panel. I’m sure it will not be easy, as the standard of public relations in Malaysia is fairly sophisticated, but grounded in practical and effective campaigns,” stated Julia.

nama – a news media monitoring company, offering complete coverage and analysis of all the nation’s top media outlets– is supporting the event as the platinum sponsor.

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