

MALAYSIA
PR
AWARDS 2009

Dear Members and Fellow PR Practitioners,

We are pleased to announce that the 2009 Malaysia PR Awards (MPRA) is back! Now in its third consecutive year, the Malaysia PR Awards is aimed at recognizing consultancies, departments, campaigns and individuals that define the cutting edge of work in public relations.

MPRA 2009 will have 16 categories including General Consumer Awards, Industry Market Awards, Corporate Awards, Social Education & Philanthropy Awards and Technique Awards. Detailed information on each category and entry requirements are available in the attached entry kit. I would also encourage you to read last year's Awards supplement listing all the winning entries.

Last year, seven of the 16 entries received were also submitted to the Asia Pacific PR Awards 2008 and one entry was an Award winner. This is testament to the high quality of work by Malaysian public relations' practitioners. We encourage you to participate in both the regional and MPRA 2009 Awards, which is modeled after the regional Awards organized by *Media*, the leading fortnightly marketing and communications newspaper for Asia Pacific.

Thank you for your continued support and we look forward to your participation in MPRA 2009.

Julia Ahmad
President
Public Relations Consultants' Association of Malaysia

Please note that the entry kit and sponsorship form are enclosed but can also be downloaded from our homepage (www.prcamalaysia.org)

MPRA 2009 workshop: What Makes a Winning Entry

In the run up to MPRA 2009, 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 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 the PRCA Secretariat at secretariat@prcamalaysia.org or call Melissa at: +603.2287.6700

Workshop on Conflict Management for PR Managers Postponed

Due to busy work schedules for many consultancies in August, the workshop on Conflict Management for PR Managers, which was scheduled for August 19, 2009, has now been postponed to October. Please stay tuned for updates!

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