

**MALAYSIA**  
**PR**  
**AWARDS 2010**

[Awards for Malaysia's best PR campaigns on Nov 3](#)

The shortlist is out – and the best of public relations campaigns and initiatives will be honoured on November 3 at the Malaysia PR Awards (MPRA) Gala Night.

The fourth MPRA will showcase PR consultancies that excel in the following categories:

1. Product Brand Development Campaign of the Year
2. Consumer Launch Campaign of the Year
3. Healthcare: Ethical Campaign of the Year
4. Technology Campaign of the Year
5. Public Affairs Campaign of the Year
6. Financial Communications Campaign of the Year
7. Corporate Social Responsibility Campaign of the Year
8. Environmental Campaign of the Year
9. Best Use of Digital
10. Promotional Activity of the Year
11. Campaign of the Year (Gold Award)

*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.

PRCA Malaysia President Julia Ahmad said the Campaign of the Year will be chosen from the entry considered the best of the individual campaign winners from all categories.

The judging process, criteria, rules on conflicts of interest and confidentiality are based on the technical guidelines used for the Asia Pacific PR Awards. To ensure impartiality, judges have to abstain from scoring entries or nominees with which they have a conflict.

The MPRA 2010 judges are:

- Fredrik Härén, Founder, The Interesting Organisation
- Andreas Vogiatzakis, Managing Director, OMD Malaysia
- Ku Kok Peng, Associate Director, PEMANDU
- Noor Yang Azwar Kamarudin, Designate Director, Public Affairs and Communication, Pfizer Malaysia
- Sharifah Rozita Syed Sulaiman, Director, SR Associates

The MPRA Night will be held at the Sarawak Ballroom of Shangri-La Hotel here. Limited tables are available at RM2,000 each or RM1,200 for half a table. For reservations, please email: [secretariat@prcamalaysia.org](mailto:secretariat@prcamalaysia.org)

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

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