



5 judges picked for Malaysia's best PR campaigns

Five key public relations professionals drawn from both corporations and consultancies will be judging the country's best PR campaigns for the Malaysian PR Awards (MPRA) this year.

Judges drawn from corporations are AMMB Holdings' Group Public Affairs Director Syed Anuar Syed Ali, Pfizer Malaysia/Singapore's Public Affairs & Customer Relations Director Narinder Kaur and Securities Commission's Senior General Manager & Head of Corporate Affairs Abdul Jalil Hamid.

The other judges representing consultants are Partner of Quattro Communications, Ravinder Singh, and Partner & Director of TQPR, Guy Chaplin.

Together, the judges will grade the submissions, deliberate and decide the winners based on the technical guidelines used for the Asia Pacific PR Awards.

Jury selection aims for the right balance of specialist knowledge, experience and objectivity. Strict guidelines are designed to eliminate vested interest or breaches of rules of entry.

Confidentiality is the key here. Judges discuss the entries but score independently and confidentially.

Organised by the PR Consultants' Association of Malaysia (PRCA Malaysia), MPRA 2009 will

honour the best campaigns and initiatives in 17 categories for the period from Sept 1 last year to Aug 31 this year. The closing date for entries is Sept. 25.

The categories are:

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. Business-to-Business Campaign of the Year
6. Employee Communications Campaign of the Year
7. Corporate Branding Campaign of the Year
8. Public Affairs Campaign of the Year
9. Financial Communications Campaign of the Year
10. Crisis or Issues Management Campaign of the Year
11. Corporate Social Responsibility Campaign of the Year
12. Environmental Campaign of the Year
13. Best Use of Digital
14. Promotional Activity of the Year
15. PR Innovation of the Year
16. Communicator of the Year (Gold Award)
17. Campaign of the Year (Gold Award)

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 while the Communicator of the Year winner will be chosen from a shortlist of news-makers for the year.

Judges will vote via secret ballot for the Campaign of the Year and Communicator of the Year, she said.

The MPRA which is now the PR practitioners' event of the year is organised by PRCA Malaysia with the support of *Media*, the fortnightly marketing and communications newspaper for Asia Pacific.

"We are happy to have the support of *Media* for the third consecutive year and are indeed grateful that media monitoring company *nama* has come forward to support MPRA 2009 as the platinum sponsor," Julia said.

Entry kits and sponsorship forms can be downloaded from PRCA Malaysia's homepage (www.prcamalaysia.org) or email the Secretariat at: secretariat@prcamalaysia.org

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