

Awards for Malaysia's best PR campaigns on Dec 2

The shortlist is out – and the best of public relations campaigns and initiatives will be honoured on December 2 at the Malaysia PR Awards (MPRA) Gala Night.

The third 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. Corporate Social Responsibility Campaign of the Year
6. Best Use of Digital
7. Promotional Activity of the Year
8. Campaign of the Year (Gold Award)

The MPRA, which is turning out to be 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.

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 judges are:

- Syed Anuar Syed Ali, Director, Group Public Affairs, AMMB Holdings
- Ms Narinder Kaur, Director, Public Affairs & Customer Relations, Pfizer Malaysia/Singapore
- En Abdul Jalil Hamid, Senior General Manager & Head, Corporate Affairs, Securities Commission
- Mr Ravinder Singh, Partner, Quattro Communications
- Mr Guy Chaplin, Partner & Director, TQPR

"We are grateful to have the support of *Media* which enabled us to create a Malaysian series based on the Asia Pacific PR Awards," Julia said.

The MPRA Night will be held at the Sarawak Ballroom of Shangri-La Hotel here. Limited tables are available at RM1,800 each. For reservations, please call Tang Ching at 2287 6700 or email: 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>
