

**Public Relations Consultants Association (PRCA) Malaysia
Elects New Exco Members**



Executive Committee members:

(seated from right to left) Rozani Jainudeen, Elaine Chuah,
(standing from right to left) Thong Kok Wah, Tan May Lee, Julia Nicholas and Andy See.

Public Relations Consultants Association of Malaysia (PRCA Malaysia) recently held its Annual General Meeting (AGM) to elect the new Executive Committee (Exco) for 2013/2014. The new Exco members are:-

President: Rozani Jainudeen, Managing Director, Weber Shandwick

Vice President: Elaine Chuah, Owner/Executive Director, Priority Communications

Honorary Secretary: Andy See, Managing Director, Perspective Strategies

Honorary Treasurer: Thong Kok Wah, Managing Director, Integrated PR

Jacey Lee, Managing Director of Ogilvy PR, Julia Nicholas, General Manager of Rantau PR and Tan May Lee, Client Services Director of Ming, KH & Associates have been appointed as committee members. Currently, PRCA Malaysia has 92 individual and 20 corporate members.

Newly-appointed president, Rozani Jainudeen said in this era of engagement, it was necessary for the PRCA Malaysia to remain relevant to its members and the industry by continuing in its commitment towards professional development.

“We now operate in a 24/7 media cycle so we need to ensure that industry standards are maintained. PRCA Malaysia needs to be at the forefront of change by ensuring our current talent pool have the necessary skill sets to meet clients’ needs and provide the best possible counsel in this dynamic business environment,” she said.

Several activities have been planned for 2013 to engage and equip young public relations consultants, such as seminars and talks by key opinion leaders from various industries, the Malaysia PR Awards as well as networking events.

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