

PRCA Malaysia NEWS

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Malaysia PR Awards - Workshop

The association will be conducting a two-hour workshop on **Thursday, 16 May 2013** from **2 pm** to 4 pm at **Weber Shandwick's office** (Suite 9-03, Level 9, Wisma Mont Kiara, No 1 Jalan Kiara, Mont Kiara, 50480 Kuala Lumpur). Participants will gain an insight into the selection process for the awards as well as learn from previous award winners.

Registration fee is RM80 and is fully refundable upon submission of one entry. Limited seats are available on a first-come-first-serve basis. Please email secretariat@prcamalaysia.org to book a seat.

Malaysia PR Awards 2012 - Call for Entries

The Public Relations Consultants Association of Malaysia (PRCA) is calling for entries for the 2012 Malaysia Public Relations Awards. The awards are open to all public relations consultancies, solo practitioners and in-house departments in Malaysia.

Interested participants can submit their entries for work conducted between 1 January 2012 and 31 March 2013. The closing date for submission of entries is on 10 June 2013, with a late entry deadline of 17 June 2013. The awards ceremony will be held on 12 September 2013, after entries are independently judged by a panel of leading senior public relations practitioners from consultancy and in-house environments.

"Over the years, we have received a healthy number of entries that showcase high standards in the various public relations disciplines. We are excited and look forward to this year's entries as we acknowledge organisations and individuals who have made outstanding contributions to elevate the standard of the public relations industry in our country through their various campaigns," said Rozani Jainudeen, President of the PRCA.

The MPRA awards include a total of seven categories: General Consumer Awards, Industry Market Awards, Corporate Awards, Targeted Audience Awards, Social Education and Philanthropy Awards, Technique Awards and the Gold Awards. The Gold Award will be presented to the best entry from among the individual campaign winners from the various categories.

The entry kit is available on the homepage of the PRCA Malaysia website at

www.prcamalaysia.org

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 main sponsor.

PR Veterans Share Tip & Tricks With Young Practitioners

PRCA Malaysia-Organised Inaugural 101 Series Discusses Media Relations, Client Servicing & Effective Writing Skills

How do you retain or even lose clients? That is one of the many eye-opening topics discussed at the inaugural PR101 workshop conducted by the Public Relations Consultants Association of Malaysia, held recently at Bukit Kiara Equestrian & Country Resort.

18 young public relations practitioners from agencies and corporate organisations had the opportunity to strengthen their knowledge of the public relations discipline during the workshop that was conducted by experienced public relations practitioners.

“This workshop aims to groom participants - particularly young professionals new to the public relations industry, preparing them for the real challenges of the working world,” said Rozani Jainudeen, President of PRCA Malaysia.

Topics covered during this workshop were fostering client relationships, the importance of strong media relations and the right way of writing, presented by Veronica Manikadass, Advisor for the Healthcare Practice at Weber Shandwick, Joycelyn Lee, Market Leader at Burson-Marsteller Malaysia and Leong Ming Chong, co-founder of Ming KH respectively.

The interactive sessions gave participants insight into communications know-how based on real-life examples – knowledge that they may not typically get from their tertiary education classroom.

Rozani went on to say, “PR is challenging, especially for those who are new to the industry. The evolving landscape and mediums can be daunting and the PR101 series breaks the discipline down and makes it easier to digest for newer practitioners.”

“PRCA Malaysia has a line-up of activities that we are planning for practicing consultants at all levels. We are keen to see more and more participants joining our upcoming workshops as we strive to ready and educate consultants as well as discuss issues and solutions that will help strengthen the industry locally,” she added.

Contact PRCA Malaysia via e-mail at secretariat@prcamalaysia.org or visit our website for

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