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Thirty-Five Finalists Vying for Top Honours at Malaysia Public Relations Awards

The upcoming 6th Malaysia Public Relations Awards (MPRA) will see 35 finalists vying for top honours in 13 categories, including the industry's highest accolade, Campaign of The Year. The awards presentation will be taking place at the Sime Darby Convention Centre on 12th September 2013.

PRCA Malaysia President Rozani Jainudeen said that since 2007, the number of finalists for the awards had doubled and this was a testament to the high quality work that the country's public relations practitioners have undertaken for their respective clients.

"This year's entries also saw submission from diverse industries. This bodes well for the public relations industry as more and more organizations recognize the need for quality public relations programmes and consultants to bridge the gap between them and their stakeholders," she said.

The finalists were chosen by a select panel of judges which comprises industry leaders from the public relations sector and the media. The judges are Mr. Baxter Jolly, Vice Chairman of Weber Shandwick Asia Pacific; Datuk Wong Sai Wan, Director of Special Projects, Redberry Group; Mr Andy See, Managing Director, Perspective Strategies; Mr Joachim Rajaram, Head of Communications and Corporate Responsibility, DiGi Telecommunications Sdn Bhd; and Mr Sashi Ambi, Head of Corporate Communications, BMW Group.

The MPRA serves as a platform for the country's public relations professionals to showcase their best campaigns and communications programmes executed for their clients. Among the categories contested for the Awards are Consumer Launch Campaign, Best Use of Digital Campaign,

Employee Communications Campaign, Corporate Social Responsibility Campaign and Financial Communications Campaign. The awards presentation dinner is open to companies who have submitted their entries to MPRA as well as invited guests with tables selling at RM2,300 for a table of 10-seats and RM1,500 for half a table.

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. Guinness Anchor Berhad (GAB) is supporting the awards presentation night as a beverage sponsor.

Kindly make your table reservations by contacting secretariat@prcamalaysia.org or call Ika/Shellia at +6018 605 0800 (fixed line).

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