



Renewal of Membership for 2010

Dear Members,

Happy New Year 2010!

It is time for the annual membership update and payment of subscription for the year 2010.

For corporate members, please use the corporate membership form attached here. Please complete it and provide details of **your designated representatives for 2010**. Please also note that the membership fees as of 2010 is RM500 as agreed at AGM 2008.

For individual members, please use the individual membership form attached. Please complete it and update your contact details.

Cheques should be made out to **Public Relations Consultants' Association of Malaysia** and sent to:

Public Relations Consultants' Association of Malaysia
c/o Ming, KH & Associates Sdn Bhd
Suite 9-7, Boulevard Offices
Mid Valley City, Lingkaran Syed Putra
59200 Kuala Lumpur.

Thank you.

MPRA 2009: An update

CIMB Group's Chief Executive Officer, Nazir Razak has been named Communicator of the Year in a unanimous decision of the judges at the third Malaysia PR Awards (MPRA 2009).

The MPRA is an annual series that recognises excellence in public relations and rewards PR consultants and PR consultancies for their cutting edge work.

In presenting him the Gold Award, PRCA Malaysia president Julia Ahmad said Nazir was selected for his prowess in delivering the key messages of the CIMB Group and for his effectiveness as a communicator.

"Our panel of judges, comprising leading PR practitioners in consultancy and corporations, selected him based on his outstanding PR ability to reach stakeholder audiences," Julia said.

"The Gold Award is bestowed based on information available in the public domain. One does not apply to take part as this category cannot be entered."

The MPRA 2009 judges were:

- En 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
- The late Mr Guy Chaplin, former Partner & Director, TQPR

Under Nazir's stewardship, CIMB Group has won many prestigious accolades. Most recent awards include Best Investment Bank (Malaysia) by *FinanceAsia* and *Euromoney* and Best Islamic Bank in Asia by *Euromoney* in 2008. CIMB was awarded first place in all 3 categories at the 2009 *Asiamoney* Best Bank awards, namely Best Domestic Bank, Best Domestic Equity House and Best Domestic Debt House.

FinanceAsia named Nazir as one of Asia's 50 most influential figures of the last decade (1996-2006) while *Asiamoney* listed him as one of the top 100 most powerful and influential people in business and finance in the Asia-Pacific region for 2006 and 2007. In 2008, *Institutional Investor* ranked Nazir second in its Asia's Best CEO (Bank) survey. Most recently, he became the youngest recipient of *FinanceAsia's* prestigious "Lifetime Achievement Award".

Julia said 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 MPRA judges are pleased that the greater integration of channels used in the PR campaigns and the higher adoption of digital indicated positive trends in keeping with the evolution of communications and moving PR further away from being perceived as merely media relations. This augurs well for practitioners who continue to challenge themselves to scale greater heights with effective campaigns", added Julia.

MPRA 2009 saw five category Award winners, six Certificates of Excellence and

three Honourable Mentions. Open to all consultancies, this year's awards noted a broader spread of participation by firms and categories that indicated greater overall interest.

MPRA 2009 honoured PR consultancies in the following categories:

1. Product Brand Development Campaign of the Year
 - Winner: *Hong Kong for Muslim Travellers* by Ming, KH & Associates
 - Certificate of Excellence:
 - ❖ *Guinness Anchor St. Patrick's Day 2009* by G2 Public Relations
 - ❖ *Dettol Protects: Breaking the Chain of Infection* by Edelman
 - Honourable Mention: *Nippon Paint Young Designer Award 2008* by Kim Chew Communications
2. Consumer Launch Campaign of the Year
 - Winner: *DiGi Broadband: Being last to market, can be best* by Text 100
 - Certificate of Excellence: *Standard Chartered KL Marathon 2009 "Run your Race"* by Weber Shandwick
 - Honourable Mention: *Samsung LED TVs: Launch of a new species* by Edelman
3. Healthcare: Ethical Campaign of the Year
 - Certificate of Excellence: *Championing Quitters* by Fleishman-Hillard
4. Technology Campaign of the Year
 - Winner: *DiGi Broadband: Being last to market, can be best* by Text 100
5. Corporate Social Responsibility Campaign of the Year
 - Certificate of Excellence: *Malaysians Unite for Road Safety* by Hill & Knowlton
6. Best Use of Digital
 - Winner: *Building Bridges, changing conversations, driving dialogue* by Fleishman-Hillard and Malaysia Airlines
 - Certificate of Excellence: *Standard Chartered KL Marathon 2009 "Run your Race"* by Weber Shandwick
7. Promotional Activity Campaign of the Year
 - Winner: *Redbull Rookies 2009* by Reputation Mercatus
 - Honourable Mention: *Planta invites Malaysians to "Jom ke Dapur Kak Sifu"* by Edelman
8. Campaign of the Year (Gold Award)
 - Winner: *DiGi Broadband: Being last to market, can be best* by Text 100

The Campaign of the Year was chosen from the entry considered the best of the individual campaign winners from all categories.

Julia expressed appreciation to *Media*, the fortnightly marketing and communications newspaper for Asia Pacific, which enabled PRCA Malaysia to

model MPRA after its annual Asia Pacific PR Awards.

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.



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