

PRCA Malaysia NEWS

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The Second Malaysia PR Awards (MPRA 2008) is now open

Public relations consultants and PR consultancies will get a chance to showcase their best work with the MPRA 2008.

Supported by *Media*, the fortnightly marketing and communications newspaper for Asia Pacific, MPRA 2008 aims to recognise consultancies, campaigns and individuals that define the cutting edge of work in the public relations arena. A panel of leading senior PR practitioners from the consultancy and in-house environments will independently judge the awards.

“The inaugural Malaysia PR Awards held last year surpassed expectations in that it was received with overwhelming support from industry colleagues, companies and sponsors. To all of you, I would like to offer my appreciation for your support. It is upon that success we are once again proud to present the Second Malaysia PR Awards 2008,” said PRCA Malaysia President, Julia Ahmad.

She said that through the Malaysia PR Awards, PRCA Malaysia’s focus continues to be that of raising the standards of excellence of public relations practitioners. She added that MPRA 2008 provides a platform for practitioners and their respective companies to showcase the many great campaigns and excellent communications programmes over the past year.

17 categories, 2 Gold Awards

Open to all consultancies, this year’s event comprise 17 categories including two Gold Awards, the Communicator of the Year and the Campaign of the Year. The panel of judges will select a senior executive who has demonstrated outstanding PR ability to reach stakeholder audiences to receive the Communicator of the Year award, a category that cannot be entered. Meanwhile, the Campaign of the Year will be chosen from the individual campaign winners from all categories.

The categories for this edition of the Malaysia PR Awards are:

1. Consumer Launch Campaign of the Year
2. Healthcare: Ethical Campaign of the Year
3. Healthcare: OTC/Consumer Campaign of the Year
4. Technology Campaign of the Year
5. Business-to-Business Campaign of the Year

6. Employee Communications Campaign of the Year
7. Corporate Branding Campaign of the Year
8. Public Affairs Campaign of the Year
9. Financial Communications Campaign of the Year
10. Crisis or Issues Management Campaign of the Year
11. Corporate Social Responsibility Campaign of the Year
12. Environmental Campaign of the Year
13. Best Use of Digital
14. Promotional Activity of the Year
15. PR Innovation of the Year
16. Communicator of the Year (Gold Award)
17. Campaign of the Year (Gold Award)

The fee for each entry per category is RM200 for members of PRCA Malaysia and RM400.00 for non-members. The closing date for all entries is 26 September 2008.

The entry kit and form is available on our homepage: <http://www.prcamalaysia.org>

We look forward to hearing from you!

PRCA Malaysia Event: A Quick Review.

SpeakEasy with Nurul Izzah and Hannah Yeoh:

“The Impact and Influence of New Media”, 16 June 2008

Both speakers touched on their use of new media as a tool from a social and political aspect. Although they acknowledged that new media was picking up speed in reaching the masses, it was noted that only urban communities were well-versed in its usage and hence, outreach of new media was not holistic and inclusive of the entire community. The speakers also acknowledged that monitoring mechanisms were necessary to keep track of its usage. A current dilemma faced by the speakers was time and funds required to facilitate effective and efficient use of new media.

Watch out for upcoming events via the newsletter and on the website...

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