

MALAYSIA PR SUMMIT 2017 FOCUSES ON THE CHANGING AND DISRUPTIVE COMMUNICATION LANDSCAPE

KUALA LUMPUR, 19 JUNE 2017: The Public Relations Consultants' Association of Malaysia (PRCA Malaysia) will be hosting The Malaysia Public Relations Summit on 10 August 2017 at Connexion Conference & Event Centre @ Nexus, Bangsar South in Kuala Lumpur. Themed ***"Communication Leadership – Building Winning Brands and Organisations in a Digital and Disruptive Economy"***, the Summit will gather professionals from marketing, PR, corporate communications as well as members of academia to gain insights into successful leadership and communication strategies in this age of disruption.

The much awaited one-day event targets to attract over 200 delegates with a line-up of reputable speakers comprising the industry's experts and leaders in Malaysia as well as across the region. The PR Summit will comprise of two panel discussions, where experts from leading multinational and Malaysian companies will be sharing communication and leadership strategies that have been instrumental in helping them build winning brands and corporate reputation. One of the forums will also include a sharing of perspectives from the media, providing valuable insights into the communication strategies to disrupt and thrive in the digital age.

Additionally, there will be a presentation of various case studies by expert industry leaders, providing valuable insights into the success stories of prominent brands across the board, including topics such as "New Public and the Future of Relations". The local and regional speakers include:

- **Datuk Abdul Jalil Abdul Hamid**, *Chief Executive Officer, The New Straits Times Press Berhad*
- **Datuk Wong Sai Wan**, *Chief Operating Officer, Redberry Media Group*
- **Malek Ali**, *Founder and Managing Director, BFM media*
- **Jahabar Sadiq**, *Founder, Malaysian Insight*
- **Spencer Lee**, *Head of Commercial, AirAsia Berhad*
- **Stephanie Caunter**, *Executive Director, Marketing & Communications, PwC Malaysia*
- **Prashant Kumar**, *Senior Partner, Entropia*
- **Carolyn Devanayagam**, *Head of APAC Corporate Practice, Weber Shandwick*

“We are very pleased to be hosting the Malaysia Public Relations Summit for the third time since its inception in 2012. We believe that the Summit continues to serve as a platform for fellow practitioners to gain industry insights from some of the key influencers in the profession which we have invited to speak at the event,” said Rozani Jainudeen, President of PRCA Malaysia.

“At the same time, it is also our hope that there will be fresh and dynamic perspectives brought to the table with the participation of the audience in sharing their ideas and experiences towards contributing effectively to the advancement of the industry,” she added.

Seats for the Malaysia Public Relations Summit 2017 are priced as below:

- *Early Bird Rate*
 - *RM399 (PRCA Members)*
 - *RM599 (Non-Members)*

Early Bird Rate is applicable for Registrations with full payment received by/before 28 June 2017

 - RM499 for PRCA members
 - RM699 for non PRCA members
 - RM300 for Academic Professionals
 - RM200 for Graduating Students/Interns
- Academic Professionals and Students qualify for Group Registrations, please enquire for the '10+1' Special Rate*

Professionals from corporate communications, corporate affairs and public relations as well as members of academia are encouraged to participate. The Malaysia PR Summit 2017 is organised by PRCA Malaysia and supported by Telum Media.

To obtain more information, kindly contact prsummit2017@criteria.com.my or call +6012 - 2656 265. The registration form for the Malaysia PR Summit 2017 can be downloaded from www.prcamalaysia.org.

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