

Malaysia PR Summit 2017: A Record Turnout



From L to R: YBhg. Datuk Wong Sai Wan (Redberry Group), Andy See Teong Leng (EXCO), YBhg. Datuk Abdul Jalil Abdul Hamid (NSTP Group), Jacqueline Arnold (EXCO), Malek Ali (BFM Media) and Jahabar Sadiq (The Malaysian Insight)

The much-awaited **Malaysia PR Summit 2017** which was held on August 10, was a tremendous success – with a record turnout of about 200 senior management and communication professionals from various industries including FMCG, GLCs, Regulatory, Finance, Media and PR Consultancies.

The line-up of reputable speakers shared their perspectives and case studies on current topics in the areas of brand and leadership communications, in line with this year's theme of **Communication Leadership – Building Winning Brands and Organisations in a Digital and Disruptive Economy**.

Held at Connexion Conference & Event Centre @ Nexus, Bangsar South in Kuala Lumpur, this is the third edition of PRCA Malaysia's flagship event. The first Malaysia PR Summit was hosted by PRCA Malaysia back in 2012.

The Malaysia PR Summit 2017 Line-up of Speakers included:

- YBhg. Datuk Abdul Jalil Abdul Hamid, CEO, The New Straits Times Press Berhad
- YBhg. Datuk Wong Sai Wan, COO, Redberry Media Group
- Prashant Kumar, Senior Partner, Entropia

- Carolyn Devanayagam, Head of APAC Corporate Practice, Weber Shandwick
- Nathan Bucholz, Industry Head, Google Malaysia
- Jean Loh, Corporate Communications Director, L'Oréal Malaysia
- Spencer Lee, Head of Commercial, AirAsia Berhad
- Stephanie Caunter, Executive Director, Marketing & Communications, PwC Malaysia
- Jahabar Sadiq, Founder, The Malaysian Insight
- Malek Ali, Founder & Managing Director, BFM Media

The Exco of PRCA Malaysia and the Organising Committee of the Malaysia PR Summit wish to put on record their sincere appreciation to the sponsors of the event, particularly **Telum Media Group**, the Summit Sponsor. Special thanks also to **TRX City Sdn Bhd**, **Redberry Media Group**, **Nippon Paint Malaysia**, **Lexis Nexis** and **Graduan Bersatu** for joining the line-up of sponsors.

The feedback from speakers and participants have been very encouraging and we look forward to seeing more sponsors and participants take part at the next Malaysia PR Summit!