

INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

This Issue

- 01 President's Message
- 02 Training Programmes
- 03 Event Highlights
- 04 Buzz
- 05 Calendar of Events

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President's Message

July has been another busy month for IPRS. Apart from the usual training programmes, events and activities, I am especially delighted to share that our Council member, Dr Gregor Halff was elected as the Chair-Elect for Global Alliance (the global body for Public Relations and Communication Management) at its 11th Annual General Meeting in Helsinki, Finland.

With Gregor's position in the Global Alliance, the Singapore public relations industry not only receives worldwide recognition. His election is also a credit to the wider education and capability-building sector in the discipline of public relations, cementing Singapore's role as a centre of learning for the public relations practice.

We would also like to thank members for their feedback in the online survey done over the last couple of months. Participation was good, and the views shared were helpful to us. In the coming months, we will work hard to make changes to ensure that our organisation is relevant to more practitioners, and will be sharing plans as they develop."

STEPHEN Forshaw
President
IPRS Council 2013/2015

Graduate Diploma in Public Relations/ MSc in Communication Management Enrolment & Scholarship Application Opens

The scholarship is open to all Communication Professionals with about three (3) years of practice and a good first degree, and who are looking to boost their career with a specialist diploma. Application for the scholarship will close 31 Oct 2013. For more details:
<http://www.iprs.org.sg/graduate-diploma-public-relations-1>

Thumbs up for WSQ Place and Train PR Apprenticeship Programme

IPRS, with support from the Workforce Development Authority, successfully concluded the second run of the WSQ Place and Train PR Apprenticeship Programme for 2013 in June 2013. The run saw 22 entrants to the PR industry complete three week's of intensive PR training that was conducted by seasoned PR professionals. The participants came from 18 participating organization's including 7 PR consultancies – Absolute PR Pte Ltd, Asia PR Werkz Pte Ltd, PRecious Communications Pte Ltd, Rice Communications Pte Ltd, Ruder Finn Asia Pte Ltd Stratagem Consultants Pte Ltd and Tulchan Communications Pte Ltd.



PnT participants during a group discussion

Here's what one of the participants had to say of the Programme:

Ms Clarinda Yeo, PR and Marketing Communications Executive, Innotec Solutions Pte Ltd, believes that the Programme will give her a competitive edge in her job. She said that the training has taught her how to optimize and maximise publicity for her company. She found the sharing of many real-life situations by the trainers very useful. "The training has provided me with many insights into the job of a PR professional,, especially in areas such as the planning of events, managing the media and handling a crisis," said Clarinda.

Watch out for the next run of the PnT which is tentatively scheduled to be launched in 16 September 2013. For more details on the PnT:
<http://www.iprs.org.sg/wsq-place-and-train-pnt-pr-apprenticeship-programme>



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AUGUST

15 Aug – IPRS-Singapore Press Club

National Day Party

16 Aug – Workshop: The Instant

Message_by Kathy O'Brien

19 Aug – Lunch Talk with Singapore

Press Holdings Lifestyle Editors

27 Aug – WSQ Place and Train PR

Apprenticeship Programme Intake 01/02-

2013 Graduation Ceremony

28 Aug – Professional Certificate in

Public Relations & Mass Communication

Intake 02-2013

SEPTEMBER

02-04 Sep – Introduction to Public

Relations & Mass Communications

Intake 03-2013

16 Sep – Start of WSQ Place and Train

PR Apprenticeship Programme Intake

03-2013

The Secretariat

Manager

Roger WONG

Marketing Communications Executive

Arnold GOH

Jacelyn KOH

6 May 2013 – LunchTalk: “Get The Inside Story” by SPH Online Editors

More than 100 PR practitioners gained insights from Singapore Press Holdings online editors' talk, which, centred on two main areas: how the online platform has changed the media scene in Singapore; and how organizations could pitch effectively to these media. The session was moderated by Council Member, Ms Yu Poh Leng.



From left to right: Jonathan Ng, Editor, ST RazorTV; Roseline Yew, Content Editor, OMY.SG; Yu Poh Leng, Council Member, IPRS; Azhar Kasman, Editor, STOMP; Adrian Tay, Editor of AsiaOne



From left to right: Keith Tey, Ling Peng, Azhar Kasman



Adrian Tay with Eunice Seow



Roseline Yew with Jamie Tan



From left to right: Jonathan Ng, Jaslin Lim, Jade Sim

4 July 2013 – Networking Night: “Social Movements – Why Publicists Should Be Activists” by Guest Speaker Walter Lim

The networking night was well attended by members, friends and visitors from Deakin University Australia, where all networked and exchanged contacts in a relaxed atmosphere. IPRS also invited guest speaker Walter Lim, Director of Corporate Communications at the Inland Revenue Authority of Singapore (IRAS) who shared his insights on social movements and why publicists should be activists.



Guest speaker Walter Lim receives a token of appreciation from Council Member Gerald De Cotta



From left to right: Adam Khwaja Badhruddeen, Shah Jahan S/O Tajudeen



Visitors from Deakin University Australia

Buzz

IPRS congratulates Council Member, **Dr Gregor Half**, Associate Professor of Corporate Communication Practice & Academic Dean (General Management Programme), who is the first in Singapore to be elected as the Global Alliance Chair-Elect with effect from 1 July 2013.

IPRS congratulates Honorary Secretary, **Farah Abdul Rahim**, Senior Director, Media and Research Division, Ministry of Communication and Information, on her wedding on 2 June 2013.

The IPRS Secretariat bade farewell to **Lily Sim**, its Administrative and Accounts Executive of five years.