

# INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

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## 2013/2015 Council

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**Robert CONCEICAO**

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**Gerald DE COTTA**  
**YU Poh Leng**  
**Priscilla SOH**  
**LIN Liang Min**

Honorary Legal Advisor  
**CHO Pei Lin**



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Outgoing President, Mr Ng Wei Joo receives a token of appreciation from Incoming President, Mr Stephen Forshaw.

## PRESIDENT'S MESSAGE

Thank you to all IPRS Members for your confidence and support in selecting me as your new President. Importantly, thank you also for supporting a team of capable, enthusiastic and professional Council Members who you have entrusted to steer IPRS over the next two years.

The first priority of this new Council will be to develop and re-energise our membership base. We need to understand why more PR practitioners aren't joining IPRS, and set about changing perceptions of IPRS where they need to be changed. Put simply, IPRS needs to do our own PR!

To do this, we should look at how we are structured, the role we play in representing the profession, and where we can support the development of a world-class public relations practice in Singapore. I hope you will all join us and support IPRS as we move the organisation to the next level.

**STEPHEN Forshaw**  
President  
IPRS Council 2013/2015



2011-2013 Council



AMIPRS

## INTRODUCTION OF 2013/2015 COUNCIL MEMBERS

At the 43rd AGM on 26 March 2013, IPRS announced a new team to helm the Institute over the next two years. Mr Stephen Forshaw, Managing Director, Corporate Affairs, Temasek, takes over the baton from outgoing IPRS President, Mr Ng Wei Joo. Stephen and a team of eight other PR practitioners from both the PR corporate and consultancy world, including seasoned PR professionals, were declared by the Returning Officer, Ms K Bhavani, as comprising the Council 2013/2015.



2013-2015 Council

**APRIL**  
**01 Apr** – Application for WSQ Place and Train Apprenticeship PR Programme Intake 02 opens

**23 Apr** – Networking Night  
**24-26 Apr** – Introduction to Public Relations & Mass Communications Intake 02

**30 Apr** – Application for GDPR/MSc and Scholarship opens

**MAY**  
**23 May** – Visit to Mediacorp

**JUNE**  
**18 Jun** – Networking Night

## The Secretariat

Manager  
**Roger WONG**

Admin & Accounts Executive  
**Lily SIM**

Marketing Communications Executive  
**Arnold GOH**  
**Jacelyn KOH**

## Appointment of Honorary Legal Advisor



**Ms Cho Pei Lin**  
 Ms Cho Pei Lin, Managing Director of Asia PR Werkz Pte Ltd has been appointed as the Honorary Legal Advisor for IPRS Council 2013/2015 at the 43<sup>rd</sup> AGM on 26 March 2013.

## Support from Past Presidents of IPRS



**From left to right:** Ms Lena Soh-Ng (1993-1994), Ms K. Bhavani (2002-2009), Mr Ng Wei Joo (2009-2013), Mr Stephen Forshaw (Present), Mr Yap Boh Tiong (1985-1993), Mr Albert Tien (1982-1985)

## IPRS WSQ Place and Train 2012 Intake Graduation Ceremony

A Graduation Ceremony was held at Grand Copthorne Waterfront Hotel on 5 March 2013 to confer the WSQ Statements of Attainment to participants of the WSQ Place and Train PR Apprenticeship Programme.

IPRS would also like to congratulate the top student for the WSQ Place and Train PR Apprentice Programme for 2012 intake, Ms Ng Man Ning from Stratagem Consultants!



Top student, Ms Ng Man Ning receives 'Top Student Prize' from Mr Stephen Forshaw.

## Hill+Knowlton Strategies Strengthens Singapore Office with New MD and Deputy MD

Hill+Knowlton Strategies has appointed internal talent Jamie Morse to be managing director of the global firm's Singapore office. Morse had been serving as deputy managing director of Malaysia prior to this appointment. In his new role, Morse will build upon the strong heritage of Hill+Knowlton Strategies' Singapore operation, which is celebrating its 50th anniversary this year.

Hill+Knowlton Strategies has also promoted Ng Chip Keng to Deputy Managing Director of Singapore as well as Regional Director of financial communications for Southeast Asia. Ng Chip Keng joined Hill+Knowlton Strategies in 2011 and has been instrumental in growing the office's corporate and financial practice.



Mr Ng Chip Keng

## Ozma Inc of Japan Enters Exclusive Partnership with the Mileage Communications Group

24 January 2013 - Ozma Inc. of Japan and the Mileage Communications Group announced an exclusive and strategic partnership to provide public relations support services in Asia outside of Japan.

"The Mileage Communications Group is privileged to collaborate with Ozma Inc. and is confident of a successful and enduring partnership as both companies share the same philosophy of treating clients with trust and integrity, adding value and providing quality service." said Mr Yap Boh Tiong, Chairman of the Mileage Communications Group.