

This Issue

- 45th IPRS Annual General Meeting and Election of IPRS Council 2015/2017
- Introducing the new IPRS Council Members
- Update on Professional Certificate in Public Relations and Mass Communication Course Intake 01/2015
- IPRS-PA/NACLI Communication Series: 'Becoming a Better Communicator in the Community'
- PRIA Webinar on Digital Marketing Strategy

2015/2017 Council

President
Robert CONCEICAO

Vice-President
Christina CHEANG

Honorary Secretary
LIN Liangmin

Honorary Treasurer
Joanna WONG

Council Members
Edgar LEE
Eric CHAN
Gerald DE COTTA
Jovina ANG
Lily LIM
Mike LIEW



43A South Bridge Road, Singapore 058677
Tel: (65) 6534 1841 Fax: (65) 6534 4691
Email: admin@iprs.org.sg

To join us, visit www.iprs.org.sg for more Information.

An official publication of Institute of Public Relations of Singapore in PDF format, 6 pages only. All rights reserved. No part of this publication may be in any form or by any means (electronic, mechanical, micro-copying, photocopying, recording or otherwise) be reproduced in whole or part without prior permission from IPRS. The opinions and views in this newsletter do not reflect the official view of IPRS.

18 March 2015 - 45th IPRS Annual General Meeting (AGM) and Election of IPRS Council 2015/2017

At the 45th IPRS AGM and IPRS Council Elections, held at YMCA@One Orchard, the Returning Officer, Ms Kathy O'Brien, announced the new Council that had been elected to steer IPRS over the next two years - 2015 to 2017. Headed by Mr Robert Conceicao (Director, MAJIC Communications) and Ms Christina Cheang (Chairman, Singapore, Weber Shandwick), the newly elected IPRS President and Vice-President, respectively, the Council comprises eight other seasoned PR practitioners:

Honorary Secretary: Ms Lin Liangmin (Marketing Communications & PR Manager, W Singapore – Sentosa Cove)
Honorary Treasurer: Ms Joanna Wong (Assistant Director, Singapore Institute of Accredited Tax Professionals)

Council Members:

- Mr Gerald De Cotta (Director, Corporate Communications, Singapore Business Federation)
- Ms Jovina Ang (Director, Communicatio)
- Mr Eric Chan (Managing Director, PR Communications)
- Mr Mike Liew (Partner, IN.FOM)
- Ms Lily Lim (Senior Lecturer, Temasek Polytechnic)
- Mr Edgar Lim (Head, Corporate Communications, Singapore Customs)



IPRS Council 2015/2017. From L to R: Ms Joanna Wong (Hon. Treasurer), Mr Gerald De Cotta, Mr Robert Conceicao (President), Ms Lin Liangmin (Hon. Secretary), Ms Christina Cheang (Vice President), Ms Jovina Ang, Mr Edgar Lee, Ms Lily Lim and Mr Eric Chan. Not in picture: Mr Mike Liew.

In his farewell speech, the outgoing IPRS President, Mr Stephen Forshaw, highlighted the efforts by the IPRS Council 2013/2015 to strengthen the Institute's organisational capability to serve its Members and the profession better. He thanked the outgoing Council for its unanimous support in making difficult, but right decisions, in 2014 and the Members present at the AGM, for their endorsement.

On the newly elected Council, Stephen said, "Robert is exceptionally well qualified for the role and has given his tireless commitment to IPRS for a long time. He has put together a team that will be great for IPRS."

The newly elected President, Mr Robert Conceicao, pledged to continue the conversation with Members that was started by the previous Council on the direction that the Institute wished to take in the years ahead. He added that this was timely as IPRS turned 45 this year. Robert encouraged Members to step forward to join the incoming Council and the Secretariat to make the Institute more relevant and vibrant.

Calendar

MAY

- 4 – Visit to Bloomberg
- 13 to 15 – Introduction to PR and Mass Communication Course Intake 02/2015
- 18 – Workshop – ‘A Dozen Ways to Persuade’ by Ms Kathy O’ Brien, Managing Director, Red Shoe Communications

The Secretariat

Assistant Manager
Jacelyn KOH



Outgoing Council 2013/2015. From L to R: Mr Gerald De Cotta, Ms Farah Abdul Rahim (Hon. Secretary), Mr Robert Conceicao (Vice President), Mr Stephen Forshaw (President), Ms Jovina Ang (Hon. Treasurer), Ms Lin Liangmin, Ms Priscilla Soh and Ms Christina Cheang. Not in picture: Dr Gregor Halfp, Mr Dillip Anand.



Outgoing President, Mr Stephen Forshaw, presenting a token of appreciation to the Returning Officer, Ms Kathy O'Brien.



Returning Officer, Ms Kathy O'Brien, conducting the Election of the New Council 2015-2017.



Mr Gilbert Ong, Full Member, IPRS
"I've known Robert and some of the new Council Members for a number of years. I am confident that the new team will be able to lead IPRS to greater heights."



IPRS Members at the AGM.



The article and photos were contributed by Ms Lorraine Wee and Mr Johan Tan, respectively. Both are members of the Temasek Polytechnic (TP) - IPRS Student Chapter, and are Year 2 Communications and Media Management students.

On behalf of the IPRS President and Council, we welcome our new Members that joined us between March and April 2015:

Corporate Member:

- Temasek Polytechnic

Full Members:

- Mr B. Padhmanabban, Adjunct Head and Lecturer, Management Development Institute of Singapore (MDIS)
- Mr Bryan John Lucas, Public Relations Officer, Epiphany PR
- Mr Wayne Koo, Managing Director, Waterbrooks Consultants

Affiliate Members:

- Mr Benjamin Shaw, Partner, SE10
- Ms Danielle Hausmann
- Ms Grace Ang, Admin Officer, Kidney Dialysis Foundation
- Ms Jael Ng, Executive, Student & Corporate Affairs, Pathlight School
- Ms Kamalika Chaudhuri
- Ms Kherray Yeo, Account Executive, Relish PR
- Ms Lim Khim Toh, General Affairs Manager, Samsung C&T Corporation
- Mr Matthew De Bakker, Consultant, Weber Shandwick
- Mr Mark Sørensen, Senior Manager, Group Corporate Affairs, PSA International
- Mr Matthias De Saedeleer, Deputy Manager, Group Corporate Affairs, PSA International
- Ms Meryl Ng Gek Hui
- Ms Shermaine Wong Xin Yi
- Ms Trisha Eng, Communications Manager, National Parks Board

In this issue, we introduce two of the new Council Members.

IPRS Honorary Treasurer – Ms Joanna Wong, Assistant Director, Singapore Institute of Accredited Tax Professionals

3Ps – Public, Private, People sectors. Joanna has done it all and is still very much part of the action, loving every minute of it.

An accidental marketer, Joanna stumbled into the never-a-dull-moment of global brand and communications as an enthusiastic undergraduate soaking in the entrepreneurial and marketing vibes during an exchange to Stanford University, visiting Silicon Valley, and later, as an intern at Laguna Phuket.

Currently heading up Singapore's tax professional body, Joanna's sweet almost 20-year experience in integrated communications is honed from a diverse range of industries which include the hospitality, consultancy, property, education and the public sectors.



Why did you step forward to be on the IPRS Council?

Two reasons – Firstly, Robert (for whom I have much respect for) invited me to come on board. Secondly, I hope to offer a different perspective on various issues, based on my diverse career in communications.

How best would you be able to contribute to the Institute?

In today's supersonic pace of advancement and with almost every sector going through major transformation, the role of communications is even more critical. It is an exciting time for IPRS and the profession. It is also a time for IPRS to place emphasis on looking at salient issues from different angles. A diverse Council helps.

IPRS Council Member – Mr Eric Chan, Managing Director, PR Communications

Eric co-founded PR Communications with his partner Fatoma Alladin in 1991. Under his leadership, the business has gone from strength to strength. In 2009, PR Communications was voted by Marketing Magazine as one of the Top 10 Public Relations firms in Singapore and was nominated as a 'Local Hero'. Eric was voted one of the Top 10 Agency Professionals.

Eric has over 20 years' experience in corporate affairs and marketing communications. Eric provides sound business-focused advice and PR counsel to a range of clients, including major corporations, in Singapore and in the region.



Eric's heart and soul is in the communications industry. Between 2006 and 2009, he was a Committee Member of the Communications and New Media (CNM) Advisory Council Committee of the National University of Singapore (NUS).

Why did you step forward to be on the IPRS Council?

As the Institute was always on the lookout for fresh ideas, I felt that this was a good opportunity to contribute my time and experience to the industry. PR has been a rewarding career for me. I hope that I can share my experience with young practitioners.

How best would you be able to contribute to the Institute?

I have offered to work on programmes that are targeted at the student community and in so doing, be able to help promote IPRS. Hopefully, this effort will bear some fruitful results in one or two years' time.

Thanks to Ms Joanna Wong and Mr Eric Chan for sharing their views and for stepping forward to serve in the IPRS Council. In our next issue, we will profile the other new Members of the IPRS Council 2015/2017.

23 March 2015 – Update on Professional Certificate in Public Relations and Mass Communication Course Intake 01/2015

Here's what some of the participants of the revamped course, which is midway through its three-month journey, have to say about why they had signed up for the course; and their take on the trainers and topics.



Mr Mark Sørensen, Senior Manager (Group Corporate Affairs), PSA International

"My colleague and I were made aware of the course following prior attendance by others within the organisation.

As I am new to both the Industry and Singapore, I felt the course to be of relevance to my field. It would therefore be a good way to enhance my knowledge and help to adapt better to my work environment. The reviews by my colleagues and the calibre of the trainers further aided my decision.

The course thus far has been stimulating. The knowledgeable trainers helped maintain the flow and I look forward to the on-going lecture series."



Ms Kherray Yeo, Account Executive, Relish PR

"Although I graduated with a Marketing Degree, I'm now working in the Communications industry. I felt that it would do me good to pick up a course that's related to my job so that I can improve myself and my work. The lecturers have been very nice and friendly. They have many years of relevant experience in the industry. They deliver their subjects well and in interesting ways. The course has helped me look at things differently, and has inspire me to think and look deeper at times."



Ms Jael Ng, Executive (Student and Corporate Affairs), Pathlight School

"I found out about the course while googling on communication courses that are available in SG. Having received some communications exposure as an undergraduate, I felt it was time to revisit the basics (and more) on PR. Now that I'm a Corporate Comms Executive, I hope to tap on the rich experience of the trainers. So far, I've not been disappointed! I've also gotten to meet people practicing PR in different industries. This keeps me excited about each night's class."

We wish the participants all the best! We look forward to their graduation in June.

If you would like to find out more about the IPRS Professional Certificate, please refer to our website at www.iprs.org.sg, or contact us at 6534 1841 or admin@iprs.org.sg.

28 March 2015 – IPRS-PA/NACLI Communication Series: 'Becoming a Better Communicator in the Community'

"I have learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." This quote by Ms Maya Angelou, a famous author, poet, dancer, actress, and singer, summed up what Ms Jovina Ang, IPRS Council Member and Director, Communicatio, had to share with grassroots leaders, volunteers, and workers, at the fifth talk in the IPRS-PA/NACLI Communication Series, which began in 2013.

Jovina shared three main ideas on how to better communicate in a multicultural community so as to encourage greater mutual understanding:

- **Showing care through communication** – *Communication goes beyond what you say. It's about how you make people feel.* Jovina shared how showing care through simple actions can be a universal method that can transcend cultures and resonate with people.
- **The power of 'Why'** – *People don't buy 'what you do', people buy 'why you do it'.* Drawing upon Simon Sinek's 'Golden Circle' model, Jovina touched on why those who start with 'why' have the ability to inspire those around them. This is also how great leaders inspire action.
- **Evoking emotion through communication** – *Story-telling is a powerful communication tool because of the way it evokes emotions in people.* Connecting through emotions moves people.

In the sharing session that followed, moderated by Mr Robin Ng (Treasurer, Ulu Pandan CCC), the discussion was varied and candid and covered a wide variety of questions including:

Naturally, people would gravitate to those with higher positions. But what about those who are not as important?

Jovina: What is important in building a relationship is trust. Trust is made up of three things – competence, integrity and benevolence. Before you can get people to notice you, you need to win their trust. People don't just trust you because of your position. People trust you because you show competence, integrity and benevolence.

When engaging those from a mixed background, how can we use story-telling to reach out to them?

Jovina: Each of us comes from different backgrounds. Every one of us has a unique story to tell. We engage people when we tell our personal stories.

One issue that volunteers face is getting the community to attend activities and meet grassroots leaders. What should be done to "break the ice" and get residents to attend activities?

Jovina: One strategy is to have some 'champions' in each of the housing blocks. All it takes is one person to drive things. Find these people to help out. Also, start with something small, organise something for the children. Include food because we Singaporeans love to eat. Showcase the different cultures, run events to engage people.



Ms Jovina Ang (middle) sharing her insights with participants.



Ms Kamy Lim, Auditor, Ang Mo Kio - Hougang Zone 4 Residents' Committee

"It was a fruitful session. The speaker and grassroots leaders showed me many different approaches on how we can reach out to residents. I look forward to more from this series."

Mr SM Syed Ali, Regional Training Director Training and Consultancy Purchasing and Supply Association (Singapore)

"The speaker and grassroots leaders shared much about the challenges that each constituency faces in engaging a mixed group of residents. I have picked up many things from the presentation and discussion."



17 April 2015 – PRIA Webinar on Digital Marketing Strategy



How do you ensure that your digital marketing strategy has teeth? Participants quickly found the answer to that question when they tuned in to a webinar hosted by the Public Relations Institute of Australia (PRIA). Speaker, Ms Jovina Ang, IPRS Council Member and Director, Communicatio, shared her experiences in developing successful digital marketing campaigns for companies to take a bite out of the hyper-competitive technology market. The webinar was well received with participants, from both Australia and Singapore, showing their appreciation via the Twittersphere.



PR Institute of Aus @PRIANational · Apr 16

There are so many ways to get people talking! Really enjoying the #PRIAwebinar on Digital Marketing Strategy with @jovina_ang



PrimaryCommunication @PrimaryCom · Apr 16

Another great webinar by @PRIANational about comms in a digital world with @jovina_ang. For more info visit pria.com.au



Tracey Baker @traceybtbc · Apr 16

@jovina_ang thank you for insightful presentation, excellent advice/guidance webinar discussion today @PRIANational #PRIA #digitalmarketing

Tapping on case studies based on her experiences at Dell, Sun Microsystems and Microsoft, Jovina provided four key elements in developing a successful digital marketing strategy:

- **‘What is the universe?’** – Is it a closed or open campaign? Who are the customers that we want to target? How are we going to reach them?
- **What do we want to achieve?** – What are the objectives of the campaign?
- **How do we drive engagement?** – How do we involve the customers? How do we encourage customers to give feedback and opinions on our products and services?
- **Measurement** – What impact do we want to drive from the campaign?

Here are some of the highlights from the Q & A session, moderated by Mr Julian Kenny, Education Manager, PRIA.

- **Blogging should not be delegated:** Blogging should not be delegated as it takes away authenticity.
- **Be open to new media:** Don't be afraid to try different forms of media in your campaign. If blogging is not an option for you, use alternatives like vlogs or audio podcasts.
- **Be open, be receptive:** Communication is a two-way traffic. Turn feedback into competitive advantage for the company.
- **What is the best strategy to secure a communication role in the technology sector?**



PR Institute of Aus @PRIANational · Apr 16

"Be persistent, be participative. 'Showing up' will help you build your network" says @jovina_ang on entering the tech world #PRIAwebinar



The articles on the IPRS-PA Communication Series talk and the PRIA Webinar were contributed by Mr Ernst Lim, an IPRS volunteer. Ernst is a Year 1 Communications student from UniSIM.