

INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

This Issue

- National Day Greetings
- Value of IPRS Membership
- Profiling the Practitioner:
Jovina Ang
- Talk at Republic Polytechnic
- Visit to Google Singapore
- Prospect's Fight Night
- Networking Night at Toby's Estate

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National Day Greetings!

On behalf of the IPRS President and Council 2013/2015, here's wishing all Singaporeans a Happy National Day!

Value of IPRS Membership

What is a society without Members? In line with IPRS' Vision to be the leading Institute for Public Relations (PR) and Communication professionals, we need a healthy pool of Members to create synergy and for support. Membership has always been at the heart of IPRS' focus and directions. We strive to provide something for all our Members, be they budding or seasoned PR practitioners.

Two often asked questions are why be a Member or what do I get by being a Member? Here are some benefits of IPRS Membership:

1. Network with professionals in the communication industry
2. Skills enhancement through professional training
3. Gain professional recognition through Accreditation and at the biennial PRISM Awards
4. Gain access to exclusive media visits – *past visits were to Google, LinkedIn, Singapore Press Holdings, MediaCorp, Reuters, and Bloomberg.*
5. Receive alerts on job opportunities in the PR industry
6. Participate in professional dialogues, e.g. the *PR Roundtable for Accredited Members*
7. Enjoy special Membership discounts for IPRS events, courses and advertisements



"IPRS offers a forum for connection and collaboration among those engaged in Public Relations. Being a Member allows you to keep up to date on industry trends and provides an opportunity

to network with fellow Members in both professional and leisure settings. IPRS also provides an excellent source of employment information and job leads," said Ms Lin Liangmin, IPRS Membership Chairperson.

So, if you are not yet an IPRS Member, what are you waiting for? Join us now. Be part of the PR community. Contact us at 6534 1841 or email us at admin@iprs.org.sg for more information.

Details on IPRS Membership categories can be found at our website – <http://www.iprs.org.sg/iprs-membership-information>



Talks are one of the more popular activities that are organized for our Members.

IPRS Welcomes New Members!

On behalf of the IPRS President and Council 2013/2015, a warm welcome to the following who joined the Institute in the second quarter of 2014:

- Corporate Member – UBS AG
- Corporate Member – Meltwater Singapore
- Corporate Member – Singapore Technologies Telemedia
- Affiliate Member – Ms Angela Cheong, Outreach Marketing Executive, Temasek Polytechnic
- Affiliate Member – Ms June Tan, Communications Executive, Motion Picture Association



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AUGUST

(Mid-August – Annual Accreditation Exercise
Late August – Launch of IPRS Professional Certificate in Public Relations and Mass Communication

SEPTEMBER

Mid-September – Networking Night
23 – PR Roundtable for Accredited Members

The Secretariat

Interim Manager
Robert CONCEICAO

Senior Executive
Jacelyn KOH

Jovina Ang (Director, Marketing Communication, Microsoft Services in Asia)

Continuing this series, we catch up with another of our Council Members – our Honorary Treasurer, Ms Jovina Ang, Director, Marketing Communication, Microsoft Services in Asia.



How would you decide yourself in four words?

“Connecting people, connecting business” – this sums up what I do.

With already enough responsibilities on your plate, what made you decide to invest your time and step up to join the IPRS council?

I have always believed in living life to the fullest and giving back to the community is part and parcel of who I am. I am very passionate about communication and our industry. This is the reason why I decided to join the IPRS Council. I believe that every bit that we all do for our industry will help it move forward to the next level.

The communication world is constantly evolving, thanks to technology. How will IPRS play a part in that?

The fundamentals of storytelling and communication remain the same. However, the way we communicate will be more innovative and bite-sized as people are using multiple devices and applications to check emails, connect with colleagues and friends, etc. As communication professionals, we need to embrace these changes in technology if we want to stay relevant.

One of the ways how IPRS can play a part is by driving excellence in communication by getting professionals together to share best practices and real life examples. That said, we do need more volunteers to come forward to serve on the Council or help out in key initiatives such as the PRISM Awards, which will be held next March.

After your decades of professional experience, what is it about PR that you enjoy doing the most?

I would say – telling a great story and using different media and ways to tell that story.

What advices would you give to those who are starting out in PR and want to have a rapid progress in the industry?

Be really good in what you do. Be an excellent business and communication partner. Invest in your development. Stretch yourself. Don't be afraid to try new things, and innovate in the way you practise communication.

We'd like to thank Jovina for all her contributions to the Institute and for sharing her insights in this article.

Event Highlights

20 May 2014 – Republic Polytechnic Gets Overview of the Singapore PR Landscape

IPRS Accredited Member, Mr Adrian Heng, shared insights into the PR landscape to about 25 communication undergraduates and lecturers from Republic Polytechnic (RP). The talk was part of RP's preparation for a Student Overseas Trip to Sydney, Australia, in July, where the students met up with members of the Public Relations Institute of Australia (PRIA).

In his sharing, Adrian touched on the evolving nature of communication in Singapore. He stressed that moving forward, digital communication, will be the key differentiator, thereby making the traditional one-way communication ineffective.

The students found the session useful in that it equipped them with a better knowledge of the PR landscape in Singapore. This was useful when looking at the similarities and differences in the PR landscapes across cultures in the two countries.

An experienced PR practitioner, Adrian was pleased to step up to share his experiences when invited by IPRS. He was heartened to find the students to be eager to learn. "Looking at the enthusiasm of the students, I am confident that the future of communication is in good hands," said Adrian.

Ms Harjit Kaur, Senior Lecturer, Republic Polytechnic
"The talk that Adrian gave was beneficial for the students. Adrian helped them understand how the PR industry functions and what are the critical issues that need to be handled daily."



Adrian Heng with Republic Polytechnic students.

03 July 2014 – Visit to Google Singapore

While the Internet has taken the world by storm, Google has changed the way that we look at search engines completely. From complex search algorithms, to a simplified way of accessing terabytes of information that exist in the interweb, Google has helped shape the digital world in a number of ways:

- Google Search allows communicators to sieve through information using specific searches with images and keywords, and even finding books and poems from exact phrases or quotations.
- Google Trends is a great tool that communicators can use to get a peek into the topics that are capturing interest around the world and across geographies. Comparisons of a topic's occurrence can be made across regions, issues and timelines, to create news angles and quantify what draws the readers' attention.

Forty IPRS Members had the privilege of hearing about Google Search and Google Trends from the Google Singapore's Communications Manager, Ms Sana Rahman. Sana and her colleagues led our Members on a tour of the three storeys of the Google Asia Pacific 's office. It was evident that Google places a huge emphasis on its employees' welfare by facilitating an environment of dynamic creativity. Rooms on the premises carried interesting names like Laksa, Dhoby Ghaut, and Wonder Girls. The layout of the office and pantry caught the attention of the visitors, too. For example, healthier drinks like juices and water were put at eye-level in the refrigerator while carbonated drinks were to be found at the lower shelves and further from reach.



Ms Sana Rahman (Fourth from R), Communications Manager, Google Singapore, with our Members

For those who missed out on the visit, look out for our next Members-only media visit later this year!

Mr Ron Tu, Executive, Maritime and Port Authority of Singapore

"I found the content of the various search functions in Google Search and Google Trends interesting. Google holds a lot of information. Google has become the bridge for information to reach us."



This article was contributed by Phillson Rajan, the President of the Temasek Polytechnic (TP) -IPRS Student Chapter. Phillson is a Year 2 Communications and Media Management student at TP.

"The visit was an eye-opener! It's the first time that I got to see the inner workings of a world-renowned company that has become a household name. I've enjoyed writing this newsletter article, as I'm able to apply what I've learnt in school outside the classroom. I'm looking forward to more IPRS events so I can get to experience more new things and meet more interesting people."

09 July 2014 – Prospect's Fight Night

Hosted by Prospect Resourcing, a global recruitment business for the Public Relations and Communications industry, two Fight Night teams lined up and fought out an age-old debate – Which is better – Agency or In-house? The event was opened to IPRS Members, courtesy of Prospect.



Panelists for the Fight Night: (L-R) Phillip Raskin, Michelle Tham, David Ketchum, Dee O'Neill, Madeleine Little, Michael Rose, and Prakash Krishnan.

Team Agency was represented by Michelle Tham (Managing Director, DeVries), David Ketchum (President Asia Pacific, Bite), and Phillip Raskin (Managing Director, Spectrum Comms) while Team In-House comprised Madeleine Little (Director of Public Relations, Jones Lang LaSalle Asia Pacific), Michael Rose (Director of Corporate Communications, Asia Pacific & Japan, Polycom), and Prakash Krishnan (Managing Consultant, Primus Consulting).

Moderated by Dee O'Neill, Country Manager, Prospect, there were plenty of punches exchanged (verbally, of course) among the panel. Spectators were treated to light-hearted banter about the benefits, challenges, and perceptions of roles to determine if the grass was indeed greener on the other side.

Team Agency argued that working in agency provides the monetary benefits, unique company culture, and also promising career prospects. With that, Team In-house defended their stance through the benefits of faster decision-making processes, better work-life balance, and a lower staff turnover. In the final round, the panelists were asked to select whether their dream job would be in-house or agency. The verdict was a surprising score of 5:1 with in-house roles taking the majority vote.

It was a great night, with interesting discussions and opportunities to network among the communications professionals from both corporations and agencies. Prospect intends to host regularly industry events in both Singapore and Hong Kong.

23 July 2014 – IPRS Networking Night at Toby's Estate

More than 40 IPRS Members and non-Members including students from the Temasek Polytechnic-IPRS Student Chapter, came together for a fun-filled evening at Toby's Estate Café by the banks of the Singapore River.

IPRS President, Stephen Forshaw thanked the participants and event partner, Toby's Estate, and event sponsor, Cerebos Pacific, for making the event a success. He expressed the condolences of the PR industry to the victims of the recent Malaysia Airlines MH17 tragedy and stressed the importance for PR communicators to protect their clients' brand image with integrity, especially in times of crises.

The highlight of the evening was an introduction to the world of artisan coffee by Justin Lam, General Manager, Toby's Estate, and a demonstration of latte art by Alvaro Sanchez, Business Development Manager, Toby's Estate.

Mr Tan Ghim Hwee, PR Intern, Rice Communications

"The event was a good platform for PR professionals and aspiring PR professionals alike to get to know one another better. I found it especially useful understanding what the bigger scope of the PR industry is like."

Ms Jasmine Chia, Corporate Communications Executive

"Thank you for organizing this special evening for like-minded professionals to meet!"



Alvaro Sanchez (L), Business Development Manager, Toby's Estate explaining about coffee behind the bar.



Robert Conceicao, Vice President, IPRS, (R) presenting a letter of appreciation to Justin Lam, General Manager, Toby's Estate (L).



Stephen Forshaw, President, IPRS (far left), with students and lecturers from the Temasek Polytechnic – IPRS Student Chapter.