

INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

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President's Message

Thank you to all IPRS Members for your support of IPRS in one way or another, through participation at events such as Lunch Talks, networking nights, undergoing or teaching of training courses, among others. Your continued support and contribution to the association and industry is greatly appreciated!

The signing of the Memorandum of Understanding (MOU) between IPRS and People's Association (PA) to organise a series of talks to equip grassroots leaders on public communication skills is a milestone for the Public Relations industry, as we reach out to more than 1000 grassroots leaders.

IPRS is not only a platform for Members and friends from the Public Relations industry to meet, but also to exchange industry knowledge and gain professional recognition. The collaboration with the Singapore Press Club for our National Day Party also gave our members an invaluable opportunity to meet up with their counterparts from the media. I would like to encourage all IPRS Members to attend and make use of such opportunities to network with other industry professionals.

STEPHEN Forshaw
President
IPRS Council 2013/2015

The Instant Message 1-Day Workshop

Recently concluded is the 'The Instant Message' 1-day workshop on 27 August 2013 by Ms Kathy O'Brien, Managing Director, Red Shoe Communications. An Accredited Member of IPRS, Ms Kathy O'Brien, shared the tips and tools for preparing instant messages within a short turnaround time. Many of the participants mentioned that they thoroughly enjoyed the workshop!

Keep a look out for more of these upcoming courses in Q4 2013! For more details:
<http://www.iprs.org.sg/short-courses>

Latest Batch of 45 Graduates of the WSQ PR Route

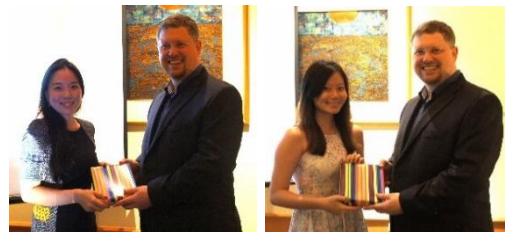
At a Graduation Ceremony held on 27 August 2013, 146 Workforce Skills Qualifications (WSQ) Statements of Attainment were conferred on 45 participants who had successfully completed the WSQ Place and Train PR Apprenticeship Programme and WSQ modular courses which were conducted by IPRS between March and June. The graduands were from 37 organizations including PR consultancies, corporations and the 'not-for-profit' sector.

IPRS has since 2009 been providing a pipeline of skilled professionals to meet the immediate and long-term needs of the PR industry under a partnership with the Workforce Development Authority (WDA). Under this partnership, IPRS has developed and conducts five PR courses that carry the WSQ certification.

IPRS congratulates Ms May Tan from EASTWEST Public Relations, and Ms Peh Xue Er from Absolute PR, who were the top students of the recent runs of the PnT.

Ms May Tan, Associate, EASTWEST Public Relations
"The WSQ training has equipped me with the right set of skills. It's a fantastic kick start to my career in PR. I'd like to thank IPRS for the Top Student Award. I think that I did well because I thoroughly enjoyed the learning process. It comprised good advice and practical examples provided by IPRS' trainers."

Ms Peh Xue Er, PR Executive, Absolute PR
"I found the WSQ Programme rewarding and enlightening. It helped me in understanding what is required to be a PR professional. I enjoyed the many real-life examples used in the training."



Ms May Tan (left photograph) and Ms Peh Xue Er (right photograph) receiving their Awards from IPRS President, Mr Stephen Forshaw.

OCTOBER

1 Oct – Start of WSQ Place and Train PR Apprenticeship Programme Intake 03-2013

23 Oct – Lunch Talk with John O’Callaghan, Asia Editor, Lifestyle & Entertainment at Thomson Reuters

29 Oct – Networking Night

31 Oct – Visit to Reuters Singapore

NOVEMBER

1 Nov – Start of IPRS Let’s Golf 7-Week Instructional Programme

15 August 2013 – IPRS-Singapore Press Club National Day Party

This members-exclusive party was IPRS’ first major social event of the year and brought together more than 120 members from both associations. The celebratory evening saw Mr Patrick Daniel, President, Singapore Press Club and Mr Stephen Forshaw, President, IPRS, addressing the members. A buffet spread of food and drinks was served, where members also had the opportunity to network with one another. Guests also each received a goodie bag, with compliments from our sponsors.



Council Members from IPRS and Singapore Press Club



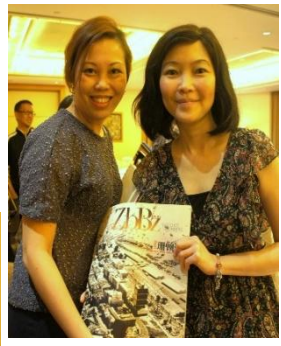
Kathy O’Brien, Gerald De Cotta and Lena Soh-Ng

19 August 2013 – LunchTalk: “What’s In, What’s Out?” by SPH Lifestyle Editors

A session on how organizations could help themselves improve their chances of being featured on the respective publications with SPH Lifestyle Editors, saw about 120 PR practitioners from across industry sectors in attendance. Key points of the session also touched on ‘the next big thing’ that the editors are looking out for. The session was moderated by Council Member, Ms Lin Liangmin.

Here are some tips on getting onto the respective publications:

- Remember that media’s understanding of the term “exclusive” is that the piece of news is meant to be solely for their publication
- Find out the news deadline’s before sending press releases (e.g. Simply Her Magazine plan their content four months ahead)
- Lifestyle sections finalise their content earlier than general news
- Send your emails with a very clear, self-explanatory header



Karen Chang with Woo Mun Ngan



From left to right: Helen Chia, Editor, The Straits Times Life!; Penelope Chan, Editor, Simply Her Magazine; Lin Liangmin, Council Member, IPRS; Woo Mun Ngan, Editor, Illka Gobius raising a question during the Q&A session; Lianhe Zaobao Fukan; Mr Dylan Tan, Editor, The Business Times Lifestyle

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IPRS Shares Communication Skills with Grassroots Leaders

On 14 September 2013, the Institute of Public Relations of Singapore (IPRS) and the People’s Association (PA) signed a Memorandum of Understanding (MOU) in which seasoned PR practitioners will share tips with grassroots’ leaders on how to communicate more effectively. The MOU, signed by Mr Stephen Forshaw, President, IPRS, and Mr Tan Kim Kee, Group Director (People Cluster), NACLI (National Community Leadership Institute), inaugurated PA’s “Public Communication Series”. Following the MOU signing, Mr Forshaw delivered the first of the four talks in the series: “What Drives the News Agenda and What Makes a Good Response to a Bad News Story?”.

IPRS Supports Seminar on ‘The Litigator and The Media’

IPRS supported The Law Society of Singapore on a cross-disciplinary seminar on “The Litigator and The Media” on 4 September 2013. Managing Director, Asia PR Werkz and Council Honorary Legal Advisor, Ms Cho Pei Lin, spoke at this session and shared insights about how strategic communication can impact legal strategy and how litigation PR is becoming a dynamic new addition to legal practice in Singapore today.