

INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

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President's Message

As we enter March, the IPRS Council 2013/2015 finds itself mid-way in its term of office. In my last newsletter message, I had highlighted how busy the Council and the Secretariat had been in the year that went by. Now, three months into the new year, like many of our fellow PR professionals, we are huffing and puffing as we face the challenges of the year that's fast running by us.

Come 25 March, I do hope to see you at our 44th Annual General Meeting. Apart from presenting the IPRS Annual and Financial Reports for 2013, I would very much like to hear from you, our Members, on one very important item: the Council's proposal to move the 13th PRISM Awards to 2015 to coincide with Singapore's 50th Anniversary celebrations – SG50.

As the Nation celebrates its Golden Jubilee, we in the PR fold must be a part of this historic event. With just nine months to go before 2015 dawns on us, your ideas and your support is urgently needed. We must ensure that IPRS and the PR fraternity leaves its mark on the SG50 celebrations.

STEPHEN Forshaw
President
IPRS Council 2013/2015

Welcoming New Members!

On behalf of the IPRS President and Council, we welcome our new Members who joined us between January and March 2014:

- Corporate Member – Ministry of Culture, Community & Youth (MCCY)
- Full Member – Mr Samuel Ng Rui Xiang, Head of Corporate Affairs, Young Men's Christian Association of Singapore (YMCA)
- Associate Member – Ms Jacqueline Ratcliffe, Managing Consultant, Register Arkin Asia Pacific Private Limited
- Affiliate Member – Mr Jimmy Lee Cheng Tiong, Senior Assistant Planner, Defence Science & Technology Agency (DSTA)

Reminder – Register Now for the 44th IPRS Annual General Meeting (AGM)

Calling all IPRS Members! Come support the forthcoming Annual General Meeting (AGM) on Tuesday, 25 March 2014, at the YMCA @ One Orchard, 1 Orchard Road.

The Agenda will be as follows:

- Declaration of Quorum by the Honorary Secretary, IPRS
- Adoption of the Minutes of the 43rd AGM that was held on 26 March 2013
- Matters Arising
- IPRS President's Message
- Adoption of the following:
 - IPRS Annual Report 2013
 - IPRS Financial Report 2013
- Any Other Business

A buffet dinner will be served at 7.00pm prior to the commencement of the AGM at 7.30pm.

If you've not registered your attendance at the AGM please do so immediately at admin@iprs.org.sg or contact the IPRS Secretariat (Joelle – 6236 2902).

Welcoming Newly-Accredited Members!

Eight newly-Accredited IPRS Members will be conferred with their Certificates of Accreditation during the forthcoming AGM:

- Ms Chong Ee Rong, Managing Director, Ogilvy Public Relations
- Ms Christina Lim, Director, Public Relations, Intellectual Property Office of Singapore
- Mr Dilip Anand, Principal Corporate Communications Manager, Corporate Communications Group, Housing & Development Board (HDB)
- Ms Ginny-Ann Oh, Director, Asia PR Werkz
- Mr James Brasher, Director, Rice Communications
- Ms Marine Lim, Director, Absolute PR
- Mr Ross Gan, Corporate Affairs Director, Temasek
- Ms Valerie Valberg-Yeoh, Managing Consultant, Vying Communications



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13 February 2014 – IPRS Members Visit LinkedIn Singapore

IPRS Members enjoyed an exclusive visit to the social platform for professionals, LinkedIn, when 30 of them were hosted at its Singapore office at AXA Tower. The hosts for the visit, Mr Manfred Pan, LinkedIn Singapore's Relationship Manager, and Ms Irene Chan, Corporate Sales Manager, shared the importance for Communication practitioners to have a LinkedIn account – to leverage on the social platform to gain greater visibility for one's brand.

Ms Fizzah Rahman, Executive (Brand Management Group), Panasonic Asia Pacific
"It was interesting! I learnt a lot more about LinkedIn and its plethora of functions which I never knew about before this visit."



Mr Manfred Pan welcoming the IPRS delegation

22 February 2014 – 'What's Your Story? The Art of Story-telling' IPRS-PA/NACLI Public Communication Series

IPRS Vice-President, and Director, MAJIC Communications, Mr Robert Conceicao, shared insights into the art of story-telling with grassroots leaders at the third talk in the IPRS-PA/NACLI Public Communication series. Titled, 'What's Your Story? The Art of Story-telling', Robert provided tips on how to identify and present stories that can connect with residents; how to overcome the challenges of a crowded information market-place and a more discerning public; and how to re-package 'old' stories with a brand new twist. Using anecdotes from his forays into heritage and the HDB heartlands, Robert encouraged the grassroots leaders to keep plugging at greater engagement with their localised communities. The session was moderated by Mr Dave Teo, PBM, Chairman, Bishan North CCMC, and NACLI Board Member.



Mr Robert Conceicao (Centre) receiving a Token of Appreciation from Mr Jeremy Tay, Dean, NACLI (L) and Mr Dave Teo (R). Photo Credit: NACLI.

25 February 2014 – Congratulations to All Our Graduates!

A combined Graduation Ceremony was held on 25 February 2014. The graduates included the following:

- A total of 28 participants from recent runs of the WSQ Place and Train PR Apprenticeship Programme, who were conferred with their Workforce Skills Qualifications (WSQ) Statements of Attainment (SOAs) by Mr Azzli Bin Jamain, Director, Creative and Professional Services Division, Singapore Workforce Development Agency (WDA).
- Participants from the MINDEF-IPRS Professional Certificate in Public Relations and Mass Communication and the IPRS Professional Certificate in Public Relations and Mass Communication who received their Certificates from Mr Stephen Forshaw, IPRS President.

Congratulations to the top students:

- Ms Martina Ann Mei Qiang (NBS Consulting Pte Ltd) – WSQ Place and Train PR Apprenticeship Programme.
- Ms Toh Bao-En (Staff Officer, MINDEF) – MINDEF-IPRS Professional Certificate in Public Relations and Mass Communication course.
- Ms Elena Foo (Sony Electronics Asia Pacific Pte Ltd) – IPRS Professional Certificate in Public Relations and Mass Communication course.



Ms Martina Ann Mei Qiang (left photograph) and Ms Elena Foo (right photograph) receiving their Awards from Mr Azzli Bin Jamain and Mr Stephen Forshaw, respectively.

27 February 2014 – SPH Foundation Lecture: ‘Media Corporations: The Road Ahead in Asia’

IPRS Members who attended the Singapore Press Holdings (SPH) Foundation’s Social and Economic Impact Lecture: ‘Media Corporations: The Road Ahead in Asia’, by Mr Fernando Samaniego, Chief Executive Officer, International New Media Consulting, found the session interesting. Mr Samaniego touched on both digital and traditional media and the need for the latter to streamline, in order to stay afloat as the news landscape changes.



IPRS Member, Ms Liu Shuqi, Analyst, Tulchan Communications

“It was interesting to listen to the journalists present. They asked many pertinent questions on digital media’s impact on both the media and all other industries.”



Mr Fernando Samaniego delivering the lecture

28 February 2014 – SMU Public Lecture: ‘Creating an Ethical Climate Across the C-suite’

IPRS Members were invited to an engaging and stimulating session at the Singapore Management University (SMU) where Professor Paul Argenti, Professor of Corporate Communication, The Tuck School of Business, Dartmouth, demonstrated how the popular Socrates’ quote, “The way to gain a good reputation is to endeavour to be what you desire to appear” was easier said than done.

Pointing out lapses in current corporate ethical management, Professor Argenti highlighted the increasing need for companies and senior executives to establish an ethical culture within organizations. Participants were shown how ethics had an important role in creating value and ensuring the survival of an organization and how ethical decisions are closely linked to the reputational risk of businesses. Professor Argenti emphasised that companies must match the increasing moral standards of ‘millennials’ in order to attract young talent.

Professor Argenti identified several factors that could lead to moral compromise and gave practical tips on how to create an ethical climate within an organization. He also pointed out the significance of culture in ethical management and how ethical challenges could vary, based on organizational values.



Mr Lee Zhi Jian, Daryl, Business Undergraduate, Singapore Management University

“I never knew ethical decision-making could be so complex!”



Professor Paul Argenti delivering his lecture