



# 48<sup>th</sup> Annual General Meeting

**Institute of Public Relations of Singapore**  
**15 March 2018**



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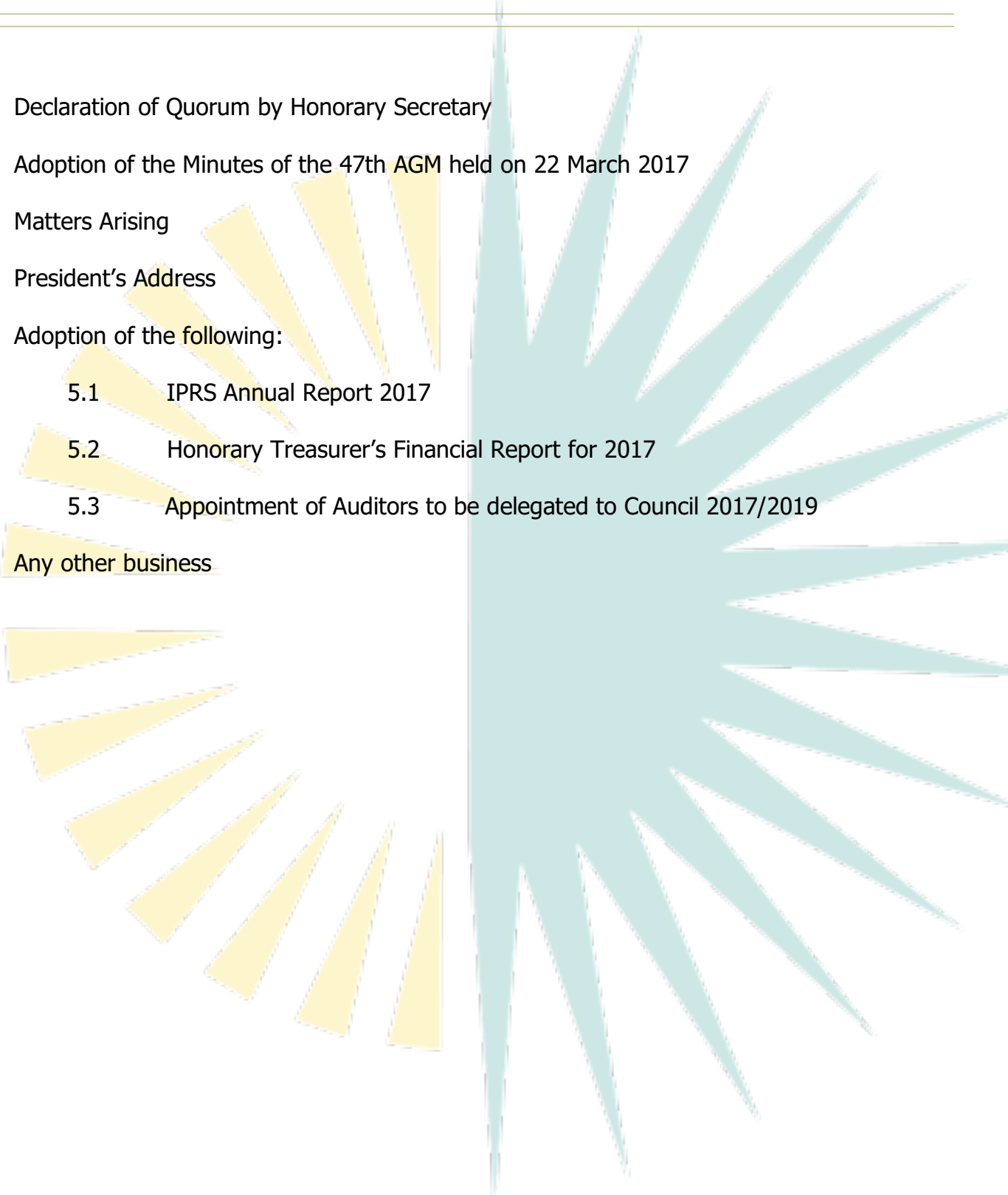
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# AGENDA FOR 48<sup>TH</sup> AGM

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1. Declaration of Quorum by Honorary Secretary
  2. Adoption of the Minutes of the 47th AGM held on 22 March 2017
  3. Matters Arising
  4. President's Address
  5. Adoption of the following:
    - 5.1 IPRS Annual Report 2017
    - 5.2 Honorary Treasurer's Financial Report for 2017
    - 5.3 Appointment of Auditors to be delegated to Council 2017/2019
  6. Any other business
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# Institute of Public Relations of Singapore

(Since 1970)

## MINUTES OF THE 47<sup>th</sup> ANNUAL GENERAL MEETING OF THE INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

**Time: 7.00pm to 9.00pm**

**Date: Wednesday, 22 March 2017**

**Venue: Lecture Room A10, PSB Academy City Campus**

<b>Present: (Voting Members)</b>	
Fellow (One)	Yap Boh Tiong
Accredited (13)	Robert Conceicao Christina Cheang Gregor Halff Gerald De Cotta Mike Liew Lily Lim Eric Chan Stephen Forshaw Marcus Loh Kathy O'Brien Karen Goh James Suresh Lena Soh-Ng
Full (Three)	Lin Liang Min Wong Siew Pheng, Joanna Lars Voedisch
Associate (Three)	Edgar Lee Susie Wee Reuben Conceicao
Corporate (One)	Ruder Finn Asia Pte Ltd, Yu Poh Leng
<b>Non-Voting Members</b>	
Affiliate (One)	Jacob Puthenparambil
TOTAL	22

## **IPRS 47<sup>th</sup> Annual General Meeting (AGM)**

### **Agenda**

1. Declaration of Quorum by Honorary Secretary
2. Adoption of the Minutes of the 46th AGM held on 23 March 2016
3. Matters Arising
4. President's Address
5. Adoption of the following:
  - 5.1 IPRS Annual Report 2016
  - 5.2 Honorary Treasurer's Financial Report for 2016

## **Election of IPRS Council 2017/2019**

### **Agenda**

1. Introduction of Returning Officer
2. Announcement by Returning Officer on Nominations for the following positions to IPRS Council 2017/2019:
  - 2.1 President
  - 2.2 Vice President
  - 2.3 Honorary Secretary
  - 2.4 Honorary Treasurer
  - 2.5 Council Members (minimum five, maximum seven)
3. Address by Incoming President
4. Any Other Business
5. Close of 47<sup>th</sup> AGM by Honorary Secretary

## **1. Declaration of Quorum**

1.1 The Honorary Secretary of the Council 2015/2017, Ms Lin Liangmin, convened the Annual General Meeting (AGM) at 7.00 p.m. The Call for Quorum was as follows:

Total Number of Paid-up Voting Members as of 31 March 2017	161
Total Number of Paid-up Voting Members present	21
Total Number of Paid-up Voting Members to constitute a Quorum	40
Quorum	None

As there was no quorum, the meeting was adjourned to 7.30 p.m., in accordance with the Constitution.

1.2 The Honorary Secretary, Ms Lin Liangmin reconvened the AGM at 7.30 p.m. with 21 voting members present.

## **2. Adoption of Minutes of the 46<sup>th</sup> AGM that was held on 23<sup>rd</sup> March 2016**

There were no objections or queries raised and the Minutes of the 46<sup>th</sup> AGM were adopted. The motion was proposed by Accredited Member, Dr Gregor Halff, and seconded by Accredited Member, Mr Mike Liew, both of whom were present at the 46<sup>th</sup> AGM.

## **3. Matters Arising**

There were no matters arising.

## **4. President's Report**

4.1 The President of the Council 2015/2017, Mr Robert Conceicao, presented his President's Report. The President reported that since its election in March 2015, the Council had been focusing on two primary areas: Accredited Members and Student Chapters.

4.2 The President reported that IPRS had re-constituted the Accreditation Board (AB) with IPRS Past President, Ms K. Bhavani, being appointed the Board's Advisor and IPRS Vice President, Ms Christina Cheang, to the Board's Chair. Current Board Members will be serving two-year terms until May 2018.

4.3 The President said that to enable the Board Members and other Accredited Members to play a more meaningful role, six Sub-Committees had been formed: review of accreditation process, membership, training, mentorship, voice and sponsorship. This has led to greater engagement between the IPRS Council, the Accreditation Board and Accredited Members.

4.4 On the progress of the formation of Student Chapters with tertiary institutions, the President reported that of the 20 to 25 institutions that he and Mr Eric Chan, Council Member and Co-chair Student Chapter had met over the past months, IPRS had signed seven MOUs: with Temasek Polytechnic, University of Newcastle, Singapore, National University of Singapore, Republic Polytechnic, Murdoch Singapore, PSB Academy and TMC Academy. He added that several of the Student Chapters have started to organise activities on their own. The President added that two or three more institutions were set to establish Students Chapters with IPRS later in the year.

4.5 On the regional and international arena, the past year saw IPRS being engaged by several national PR associations. The President described the Institute's membership with the Global Alliance as important and relevant. IPRS also valued having Dr Gregor Halff, the current Chair of Global Alliance, as a Co-opted Member of the IPRS Council. He thanked Gregor for his support, advice and global perspectives on PR and Communication. For example, Dr Halff had shared the Global Alliance's Global Body of Knowledge (GBOK) initiative with IPRS Members in April 2016 where IPRS contributed and presented the Institute's and Singapore's voice to the GBOK framework. The President also shared that Dr Jovina Ang, Council Member, attended a Global Alliance Conference in Barcelona and presented a paper. He indicated that IPRS will continue to be a member of the Global Alliance so as to keep abreast of developments in PR and communication internationally.

4.6 The President reported that IPRS partnered Australia's RMIT University in April 2016 on a Forum, "Proving the Value of Communication Through Effective Evaluation", where representatives from national PR associations from the ASEAN region, including Indonesia, Malaysia, Philippines and Vietnam, were guests of the Institute.

4.7 On partnerships with Singapore Government agencies, the President said that IPRS continued to work with the Ministry of Defence (MINDEF), which has for the past two decades worked with IPRS to conduct an annual Professional Certificate in Public Relations and Mass Communication course that was tailored for officers from the Army, Navy and Air Force. Another partnership was the ongoing Communication Series with the People's Association (PA)'s National Community Leadership Institute (NACLI) where Accredited Members served as guest speakers and shared their communication expertise with grassroots leaders. The President shared that NACLI had once again approached IPRS for three speakers in 2017. Three Accredited Members have come forward to represent IPRS at the forthcoming talks.



4.8 The President went on to share the Council's decision to run the PRISM Awards 2017. The President said that there were concerns running the Awards as it involved a fairly large financial commitment and in the face of various other similar awards in the marketplace. But the Council went ahead as the PRISM Awards is a unique form of recognition of the best in PR and Communication practice and was non-commercial in nature. Thus, only nominations that were deserving, received an Excellent or Merit Award, with some categories not having any award winners. PRISM 2017 has put IPRS in a better state, financially, for the year.

4.9 The President concluded his Report with thanks to each and every outgoing Council Member for their hard work and commitment. He also thanked the Secretariat team for their dedication and hard work in the past year.

4.10 The President highlighted that IPRS will be celebrating its 50<sup>th</sup> Anniversary in 2020 and advised that planning for this major milestone needs to start early.

4.11 The President also highlighted that IPRS had to look into its financial position as the Institute was in the red in 2016. Its two main sources of income, Education and Membership, were seriously affected by the challenges of the year. The President invited members to step forward with ideas on how to improve the Institute's business model.

4.12 Fellow Member, Mr Yap Boh Tiong, enquired as to why the WDA-funded WSQ courses had ceased. The President replied that the MOU between IPRS and WDA had ended. To renew the training partnership, IPRS would have to meet stringent conditions that WDA was likely to impose which, the Council felt, IPRS would not be in a position to meet. He elaborated that these conditions included having all the Institute's Curriculum Developers and Trainers for such WSQ-sponsored courses to possess a Diploma in Adult and Continuing Education (DACE). As far as the Council was aware, none of IPRS' current crop of Trainers, all of whom are Accredited Members, possess the DACE qualification.

## **5. Adoption of the following:**

### **5.1. IPRS Annual Report 2016**

The adoption of the Annual Report was proposed by Accredited Member, Mr Stephen Forshaw, and seconded by Accredited Member, Mr Gerald De Cotta. The Annual Report 2016 was then adopted.

### **5.2. Honorary Treasurer's Financial Report for 2016**

5.2.1 The Honorary Treasurer, Ms Joanna Wong, presented the Financial Report 2016.

5.2.2 In her overview of 2016, she said that the Council had decided that IPRS should maintain its focus on its Members especially since the year saw strong economic headwinds. Thus, several events for Members only were complimentary or subsidised. Such events enabled Members to gain new insights and provided them a platform to enhance their networks and tap on market opportunities.

5.2.3 The Hon. Treasurer said that Institute continued to build on the momentum of previous years and has improved its financial administrative system. Following on last year's changes to the accounting systems and billing procedures, IPRS' payroll processing has been automated through the use of a locally developed payroll system.

5.2.4 She also mentioned that financing report has been improved. IPRS is now able to match revenue recognition versus cost. This allows the Council to have a better overview of the Institute's financial position enabling decisions to be made more efficiently.

5.2.5 In her closing remarks, she said the Institute will focus on introducing more value-added activities and events for its Members.

5.2.6 Full Member, Mr Lars Voedisch, asked if the distribution of cost and income had changed much over the years. IPRS Secretariat Manager, Ms Lennette Koh, replied that the percentage has stayed constant throughout the past three to five years. The only difference was that programme fees were higher in years where PRISM Awards were organised.

5.2.7 Fellow Member, Mr Yap Boh Tiong, asked if the Student Chapters were paying for their membership as they were obviously deriving benefits from their association with IPRS. The President replied that the Council had initially planned to impose a modest administrative fee for each Chapter. However, this proved to be a stumbling block to most tertiary institutions setting up a Chapter. Council Member, Mr Eric Chan, shared that the administrative fee will not make a big difference to IPRS' income. He added that most institutions would find it hard to justify a budget for such a payment. He said that the decision was obvious when comparing imposing a fee and deterring Chapters from being formed and attracting potential new blood to IPRS in the future. Vice-President, Christina Cheang, added that based on IPRS' membership profile, there was a need for the Institute to rejuvenate itself with new and younger members. She shared that when she talked to students whom she mentored at a polytechnic, most of the students were not even aware of IPRS'

existence. Hence, the Council saw the Student Chapters as an investment to raise IPRS' profile. Associate Member, Mr Reuben Conceicao, noticed that students came forward to volunteer at various IPRS events so as to gain exposure. In this way, they also got to know more about IPRS and were likely to be associated with IPRS when they join the industry in the future. Accredited Member, Ms Kathy O'Brien, shared that more than a decade ago, when she was in the IPRS Council, the Council had attempted to reach out to tertiary institutions too, however, to no avail. She credited the current Council for its effort and success in the setup of seven Student Chapters.

5.2.8 The adoption of the Financial Report 2016 was proposed by Accredited Member, Mr Stephen Forshaw, and seconded by Accredited Member, Mr Marcus Loh. The Financial Report 2016 was then adopted.

## **6. Election of IPRS Council 2017/2019**

6.1 The Honorary Secretary of the Council 2015/2017 then announced the dissolution of the Council 2015/2017.

6.2 The floor was then handed over to Accredited Member, Ms Kathy O'Brien, the Returning Officer (RO), to conduct the election of office-bearers for IPRS Council Term 2017/2019.

6.3 The RO announced that voting members were invited for nominations for the positions of President, Vice-President, Honorary Secretary, Honorary Treasurer and Council Members (minimum five, maximum seven). The closing date was 5pm, 3 March 2017.

6.4 The RO announced that at the close of the deadline for nominations, 10 nominations, that had been duly signed and seconded, for the positions of President, Vice-President, Honorary Secretary, Honorary Treasurer and six Council Members, had been received. The nominations were as follows:

Nomination for the position of President: Mr Conceicao Robert Aloysius

Proposer: Associate Member, Ms Susie Wee

Seconded: Accredited Member, Mr Eric Chan

Nomination for the position of Vice-President: Mr Mike Liew

Proposer: Accredited Member, Mr Conceicao Robert Aloysius

Seconded: Associate Member, Ms Susie Wee

Nomination for the position of Honorary Secretary: Mr Gerald De Cotta

Proposer: Accredited Member, Mr Conceicao Robert Aloysius

Seconded: Associate Member, Ms Susie Wee

Nomination for the position of Honorary Treasurer: Mr Chan Chi Ming Eric

Proposer: Accredited Member, Mr Conceicao Robert Aloysius  
Second: Associate Member, Ms Susie Wee

Nominations for the positions of Six (6) Council Members:

Ms Wong Siew Pheng, Joanna

Proposer: Accredited Member, Mr Conceicao Robert Aloysius  
Second: Associate Member, Ms Susie Wee

Ms Lin Liangmin

Proposer: Accredited Member, Mr Conceicao Robert Aloysius  
Second: Associate Member, Ms Susie Wee

Dr Gregor Halff

Proposer: Accredited Member, Mr Conceicao Robert Aloysius  
Second: Associate Member, Ms Susie Wee

Ms Ko King Har Lily

Proposer: Accredited Member, Mr Conceicao Robert Aloysius  
Second: Accredited Member, Mr Eric Chan

Mr Loh Bangwei Gregory Marcus

Proposer: Accredited Member, Ms Christina Cheang  
Second: Accredited Member, Ms Ko King Har Lily

Ms Susie Wee

Proposer: Accredited Member, Mr Conceicao Robert Aloysius  
Second: Associate Member, Mr Ling Wei Ming

6.5 With no objections from the Members, the IPRS Council 2017/2019 was declared elected by the RO.

6.6 The Incoming President, Mr Robert Conceicao, then introduced the Members of Council 2017/2019.

## **7. Address by Incoming President**

7.1 The Incoming President, Mr Robert Conceicao, shared that he decided to continue for the second term as the President, in the view of IPRS turning 50 in three years' time in 2020. He said that this was the right time, in view of the challenges and changes in society, for the Institute to take stock of its existence and relevance. He thanked the newly-elected Members of Council 2017/2019 who have stepped forward to support the Institute and his leadership. He encouraged all Members to share their ideas and to help push IPRS to greater heights in the years ahead.

## **8. Any Other Business:**

8.1 The Honorary Secretary then opened the floor to questions.

8.1.1 Incoming Council Member, Dr Gregor Halff asked a question, "What was the format, function and value of IPRS?" to all Members present. He said that the Institute faced two structural problems: knowledge and network. As both of these were easily accessible and free, IPRS as an association faced great challenges. Accredited Member, Ms Karen Goh, shared that there was still value in networking as IPRS could offer this.

8.1.2 Full Member, Mr Lars Voedisch, said that the Institute should not be focussing the discussion on revenue-making as IPRS is a non-profit organisation. IPRS needs to go back to the purpose for its existence and the financing for its existence will follow. He suggested to do things that nobody else wanted to do as there may not be any financial benefits. He mentioned that young people joined IPRS to find open doors and there are Members looking to give back to the ones entering the industry for it to grow.

8.1.3 Incoming Council Member, Mr Eric Chan mentioned that the Institute should start having long-term instead of short-term goals. He suggested for Members to contribute their time as part of the membership criteria.

8.1.4 Incoming Council Member, Dr Gregor Halff, suggested a new mandate so that the Council will be able to operate more freely without being overly restricted by things such as strict adherence to membership dues. *"We support giving the Council of IPRS a mandate to redefine the license to operate, the competitive advantage, the organisational form, and access to resources of the association in order to preserve its sustainability in light of structural changes in the communication industry and the communication profession."* The adoption of the mandate was proposed by Accredited Member, Mr Marcus Loh, and seconded by Associate Member, Mr Edgar Lee.

**9. Close of 47<sup>th</sup> AGM by Outgoing Honorary Secretary**

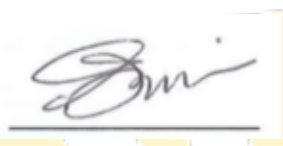
With no further matters to discuss, the outgoing Honorary Secretary, Ms Lin Liangmin, thanked all Members for their presence at the 47<sup>th</sup> AGM and called the AGM to a close at about 9.00 p.m.

Recorded by:



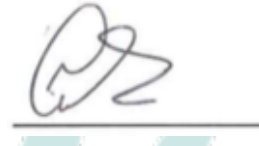
Ms Lennette Koh  
Manager

Vetted by:



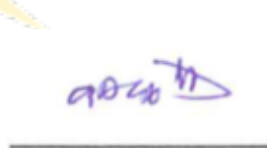
Ms Lin Liangmin  
Outgoing Hon. Secretary

Approved by:



Mr Conceicao Robert Aloysius  
Outgoing President

Approved by:



Mr Gerald De Cotta  
Incoming Hon. Secretary

Approved by:

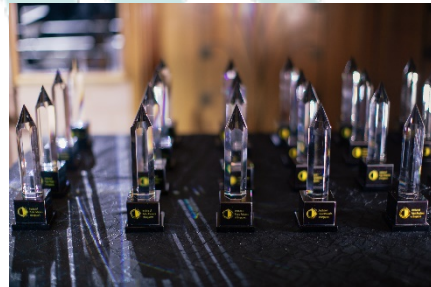


Mr Conceicao Robert Aloysius  
Incoming President



# Annual Report 2017

Institute of Public Relations of Singapore  
15 March 2018



# ABOUT IPRS

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## **Our Mission**

- To represent PR and Communication professionals and the profession in Singapore.
- To recognise and promote the best in PR in Singapore and the region.
- To be the accrediting body for PR professionals in Singapore.

## **Our Vision**

To be the leading PR and Communication organisation in the region.



# COUNCIL 2017/2019

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President

**Mr Robert Conceicao**  
Managing Director  
Majic Communications Pte Ltd

Vice-President

**Mr Mike Liew**  
Partner  
IN.FOM

Honorary Secretary

**Mr Gerald De Cotta**  
Director, Corporate Communications  
Singapore Business Federation

Honorary Treasurer

**Mr Eric Chan Chi Ming**  
Managing Director  
PR Communications Pte Ltd

Council Member

**Dr Gregor Halff**  
Professor of Corporate Communication Practice  
Singapore Management University

Council Member

**Ms Joanna Wong**  
Director  
Singapore Institute of Accredited Tax Professionals

# COUNCIL 2017/2019

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Council Member

**Ms Lily Lim**  
Senior Lecturer  
Temasek Polytechnic

Council Member

**Ms Lin Liangmin**  
Public Relations & Citizenship  
Samsung Electronics (Southeast Asia & Oceania)

Council Member

**Mr Marcus Loh**  
Vice President, Brand, Marketing & Communications  
PSB Academy

Council Member

**Ms Susie Wee**  
Marcoms & Community Relations Manager  
Family Life Society

Honorary Legal  
Advisor

**Mr Samuel Yuen**  
Founding Director  
Yuen Law LLC

# PRESIDENT'S REPORT

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The IPRS Council 2017/2019, which was elected on 22 March 2017, is now mid-way through its two-year term which will end in March 2019.

For the year under review, a major event was the successful PRISM Awards night held on 1 March where 37 award recipients from 26 categories were recognised by their peers. Special thanks go to our Gold and Silver sponsors - IN.FOM, PR Communications and Weber Shandwick.

Overall, 2017 saw the Institute continue to face challenges in the new landscape. The newly-elected Council had to focus the first year of its term on deliberating the mandate that was given to it at the 47th AGM on 22 March 2017 to chart new pathways for the Institute as it rides into its 50<sup>th</sup> Anniversary in 2020, viz.:

*"We support giving the Council of IPRS a mandate to redefine the license to operate, the competitive advantage, the organisational form, and access to resources of the association in order to preserve its sustainability in light of structural changes in the communication industry and the communication profession."*

The key challenges that the Institute has been facing are a weak membership base; a heavy reliance on traditional sources of income; growing competition; the impact of new technologies, social media and business strategies; and the expectations of the new generation of communicators.

Over two weekend retreats on 26 August and 9 September, the Council's "Future Ready" discussion examined how IPRS needed to position itself as the leader of the PR and Communication industry in light of the challenges. The Council decided that moving forward, the Institute will focus on the following key areas:

- To redefine Public Relations (PR) and Communication so as to encompass the expanding diversity in the communication field;
- To broaden the Institute's membership base through alliances and partnerships with professional bodies and associations from the communication and media fields;
- To strengthen the Institute's outreach to PR and Communication consultancies;
- To promote greater engagement with relevant Singapore government agencies;
- To upgrade professional standards and training in PR and Communication;
- To nurture the next generation of PR and Communication professionals;

I am pleased to report that the Council has embarked on initiatives in several of these areas.

To enhance professional standards for the profession and industry, the Institute participated in a series of activities in collaboration with the Global Alliance for Public Relations and Communication Management (GA) to develop a “Global Capabilities Framework” that would include an accreditation metric, tool and process. Between August and October 2017, a survey was conducted among members and other senior PR practitioners to ascertain their views on the strategic, operational and generic capabilities of the profession. This was followed by a focus group discussion in January 2018 following which the Singapore perspectives were shared at a GA dialogue. The Council would like to thank to fellow Council Member, Dr Gregor Halff, for helming this discourse.

In terms of upgrading professional training, the Council’s Capacity Team have revised and relaunched the Institute’s two flagship courses – the Professional Certificate in PR and Mass Communication and the Introduction to PR and Communication, in March 2018. The Team will be rolling out a series of workshops on PR and Communication-related topics in the coming months. In addition, the Institute will announce a collaboration with a leading educational institution that will pave the way for a Joint Diploma in Communication Management programme.

The Council continued its efforts to nurture the next generation of PR practitioners through Student Chapters. Today, nine chapters exist - with five universities and four polytechnics. With the support of the IPRS Accreditation Board, a Mentorship Programme for members of the Student Chapters as well as new entrants to the industry, will soon be unveiled.

The Council and Secretariat have also been engaging potential partners to enhance the Institute’s visibility as the representative body for the profession; to widen our membership base; and to explore new income streams. These potential partners included government agencies, tertiary institutions and associations. I am confident that some of these discussions will bear fruit by the time the Council ends its term in March 2019.

In closing, I would like to record my deepest appreciation to our Members for their continued support, guidance and feedback; to the Advisor (Ms K Bhavani), Chair (Ms Christina Cheang) and Members of the IPRS Accreditation Board; to the Faculty Advisors and EXCO Members of the nine Student Chapters; to our modest but efficient Secretariat Team of Ms Lennette Koh (Manager) and Mr Donovan Khong (Senior Executive); and to all my fellow Council Members.

**Robert Conceicao**  
**President**

# SECRETARIAT'S REPORT

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In the year under review, the IPRS Secretariat worked closely with the IPRS Council and the Accreditation Board to serve the needs of our members and facilitate engagement with partners. The Secretariat also attended to enquiries from non-members and potential partners, promoted the Institute's offerings, and upheld the "face" of IPRS through its website and other marketing platforms.

## Secretariat Team

Comprises two full-time staff:

- Ms Lennette Koh, Manager

Into her second year at IPRS, Lennette helms the day-to-day operations of the Secretariat and is assisted by an Executive viz.

- Mr Jack Chong, Executive (Jan - Sep 2017)
- Mr Donovan Khong, Senior Executive (Jan 2018)

The Secretariat Team is supported by a:

- Finance Team

Since February 2016, IPRS has been outsourcing its finance and accounting. In July 2017, a new finance and accounting consultant, Ms Pauline Tay, took over from Blue Lotus Accounting (Pte) Ltd.

## IT Matters

The Secretariat Team improved the office's Internet and server storage system to increase efficiency and security of data. It commenced work on a new website which was launched in March 2018.

## Events, Talks and Visits

The Secretariat planned, organised and facilitated 33 events and activities in 2017 which attracted about 1,400 participants, both members and non-members. Highlight of the year was the PRISM Awards 2017 which recognised the best in Singapore's Public Relations and Communication scene. The 47<sup>th</sup> IPRS Annual General Meeting and election of Council 2017/2019 was held in March, and IPRS facilitated two PA/NACLI Public Communication Series talks in April and July, respectively.

In addition, the Secretariat organised/facilitated the following:

- IPRS Members Get-Together (17 Feb)
- IPRS Accredited Members' Get-Together (25 July)
- IPRS-Singapore Press Club National Day Party 2017 (2 Aug)
- Company of Good Networking Reception - Collaborate for Good (16 Aug)
- IPRS Visits:
  - CNBC – Members-Only (5 May)
  - Lazada – Members-Only (23 May)
  - Changi Airport – Members-Only (16 Jun)
  - Sport Singapore and Singapore Sports Hub (22 Sep)
  - Bloomberg – Members-Only (24 Oct)
  - SGAG (27 Oct)
  - SP Group (10 Nov)
- Talks:
  - Brands & Influencers, PR and Legal Perspectives (21 Jul)
  - IPRS Tea Time with PRISM 2017 Winners – PINPOINT PR (4 Aug)
  - IPRS Tea Time with PRISM 2017 Winners – Bell Pottinger (25 Aug)
  - IPRS Tea Time with PRISM 2017 Winners – IN.FOM (8 Sep)
- IPRS Student Chapter activities:
  - TP-IPRS Student Chapter & PSB Academy-IPRS Student Chapter: Communications in the Future Economy (16 Mar)
  - TMC-IPRS Student Chapter – Personal Grooming Event (8 Apr)
  - RP-IPRS Student Chapter – PR: From School to Work (5 Jun)
  - Murdoch-IPRS Student Chapter – PR Insights 101 (20 Jun)
  - SP-IPRS Student Chapter MOU Signing and Industry Talk (7 Jul)
  - RP-IPRS Student Chapter – Polishing Your Professional PR Image (11 Jul)
  - TP-IPRS Student Chapter – Gatsby Style Wars (1 Aug)
  - SMU-IPRS Student Chapter MOU Signing (1 Sep)
  - IPRS Student Chapters Inaugural Get-Together (8 Dec)
- Training Courses
  - Operational support for five training courses
- E-Newsletter
  - Published five bi-monthly issues - December 2016 through December 2017

**Gerald De Cotta**  
**Honorary Secretary**

# HONORARY TREASURER'S REPORT

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The year under review was a challenging one for IPRS. The successful 14<sup>th</sup> PRISM Awards, which was held in March 2017, netted a healthy profit of \$50,000 which contributed about 40% of the total income for 2017. Membership dues showed a small increase of \$3,000 over 2016 and contributed about \$43,000 (about 20% of total income) in 2017. However, our traditional main source of income, education, almost halved in 2017 from \$150,000 (72% of total income) in 2016 to \$70,000 (34% of total income).

Expenditure in 2017 reflected a modest savings of about \$5,000 compared with 2016. The Secretariat managed to improve its efficiency on a tight budget even with new expenditure items being included such as the revamp of the IPRS website, which was launched in March 2018 and improvements to the office IT systems. These new items amount to around \$6,000.

Overall, income (operating and other income) in 2017 was \$200,000 compared to \$209,000 in 2016. Expenditure (direct cost and operating expenses) in 2017 stood at \$254,000 compared to \$259,000 in 2016. IPRS, thus, saw a loss of about \$54,000 for 2017.

Moving forward, Council and Secretariat will continue to exercise prudence in our expenditure as we explore new sources of income and enhance our existing offerings for the benefit of our members.

**Eric Chan**  
**Honorary Treasurer**

# ACCREDITATION REPORT

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The Board held its annual meeting on 25 July 2017 which discussed the following:

- Proposed mentorship programme which will be rolled out in Q2 2018.
- Review of the current Accreditation Process in conjunction with the Global Alliance for Public Relations and Communication Management (GA)'s Global Capabilities Project.

An annual Accredited Members-only get-together was held at *The Exchange (Asia Square)* on 25 July 2017 which was attended by about 20 Accredited Members.

During the year under review, several of our Accredited Members participated in a number of forums as guest speakers or panellists. They included Mr James Suresh and Mr Tham Kok Wing, who represented IPRS at the NACLI-IPRS Communication series of talks where they shared their experiences to grassroots leaders; and Mr Eric Chan, who moderated at the Brands & Influencers: PR & Legal Perspectives forum.

Accredited Members also participated in Student Chapter events and activities including:

- Temasek Polytechnic - IPRS Student Chapter and PSB Academy: *Communications in the Future Economy* (16 March 2017)
- Republic Polytechnic - IPRS Student Chapter Talk: *PR: From School to Work* (5 June 2017)
- Murdoch University - IPRS Student Chapter Talk: *PR Insights 101* (20 June 2017)
- Singapore Polytechnic - IPRS Student Chapter MOU Signing and Industry Talk (7 July 2017)
- Republic Polytechnic - IPRS Student Chapter Panel Discussion: *Polishing your Professional Image* (11 July 2017)
- National Volunteer & Philanthropy Centre (NVPC) Facebook Ads for Good Project - Mentors to four IPRS student chapters who were involved: Temasek Polytechnic - IPRS Student Chapter, Republic Polytechnic - IPRS Student Chapter, Murdoch University - IPRS Student Chapter, TMC Academy - IPRS Student Chapter

Accredited Members – Mr Adrian Heng, Mr Robert Conceicao, Mr Tham Kok Wing, Mr Gerald De Cotta and Mr James Suresh were invited as lecturers for IPRS' two flagship courses in 2017: "Introduction to Public Relations and Mass Communication" (two intakes) and "Professional Certificate in Public Relations and Mass Communication" (two intakes).



In 2017, Dr Jovina Ang and Ms Winifred Chan, stepped down from the Accreditation Board.

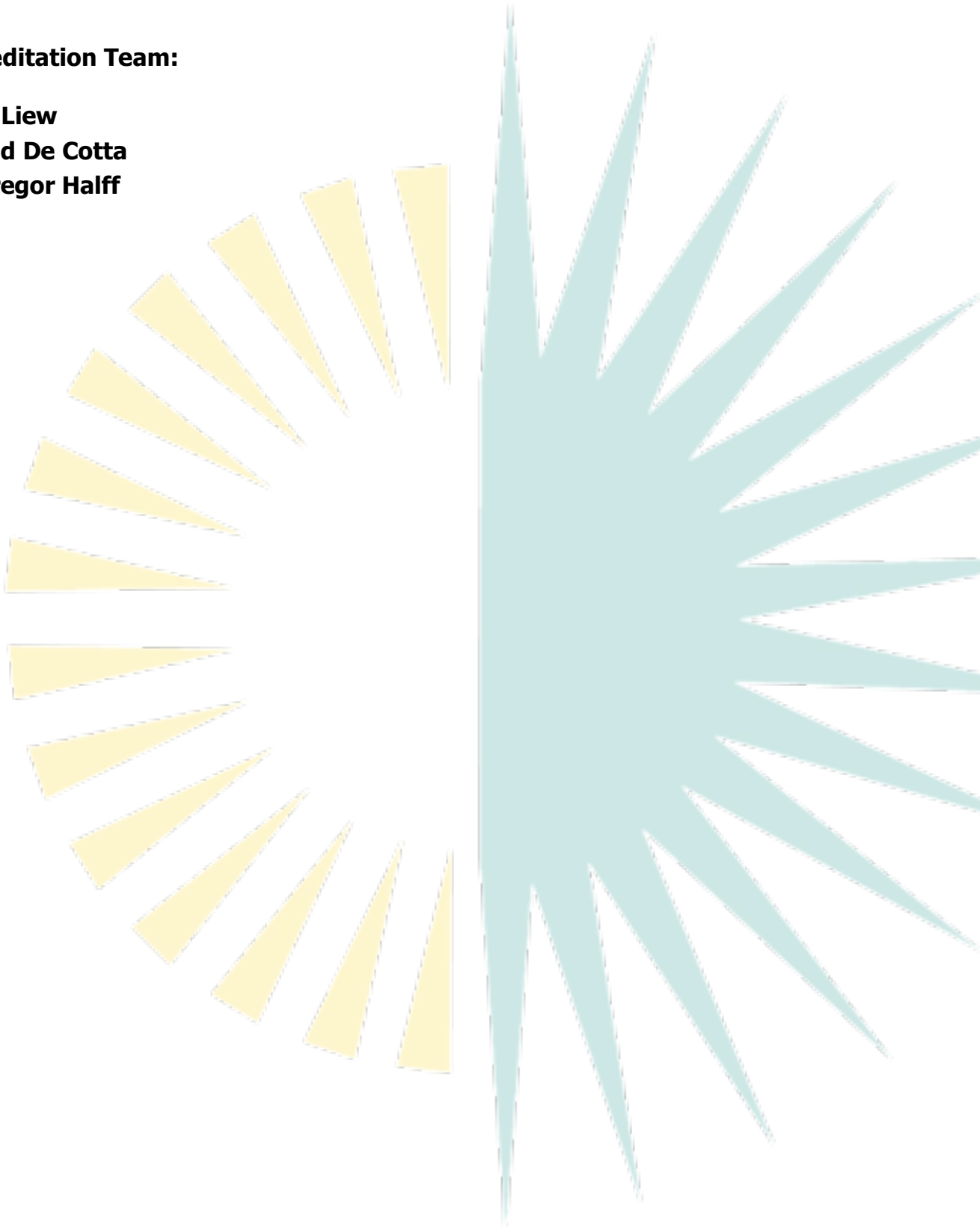
As of 31 December 2017, there were 48 Accredited Members.

**Accreditation Team:**

**Mike Liew**

**Gerald De Cotta**

**Dr Gregor Halff**



# MEMBERSHIP REPORT

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Membership grew marginally in 2017 to about 670. We had about 30 new members including two new Accredited Members and five Corporate Members. The majority of our members are now from our student membership. Council continued the push for the establishment of more Student Chapters and succeeded in bringing two more tertiary institutions on board, viz. Singapore Polytechnic and Singapore Management University. We now have a total of nine Student Chapters as follows:

## **The nine (9) Student Chapters comprised:**

- Temasek Polytechnic
- University of Newcastle, Singapore
- National University of Singapore
- TMC Academy
- PSB Academy
- Republic Polytechnic
- Murdoch Singapore
- Singapore Polytechnic
- Singapore Management University

## The new Members comprised:

### • **Two (2) new Accredited Members:**

- Mr Bernard Ho Tjin Charn, Lecturer & Senior Manager, Public Relations/Outreach, School of Film & Media Studies, Ngee Ann Polytechnic
- Mr Darius Lim Jin Wui, Vice President, Head of Corporate Affairs/Head of Strategic Relations, Pavilion Energy

### • **Five (5) new Corporate Members:**

- BSH Home Appliances Pte Ltd
- Spurwing Communications Pte Ltd
- Ogilvy & Mather Singapore Pte Ltd
- SMU Academy
- Ministry of Finance

### • **Seven (7) new Full Members:**

- Ms Ai Ling Sim-Devadas, Director, Health Communication Matters
- Mr Justin Fong Cheng Wah, Deputy Director, Communications Group, Prime Minister Office
- Ms Selena Sheikh, Director, PINPOINT PR Pte Ltd
- Ms Julinda Mega, Corporate Trainer, Red Shoe Communications

- Ms Gwee Siew Theng, Marketing Communications Lead/Manager Asia Pacific, Bruker Singapore Pte Ltd
- Mr Benjie Ng Ser Kwei, Executive Director, Sian Chay Medical Institution
- Ms Grace Chua Shan Jin, Brand and Communications Manager, Uber Singapore Technology Pte Ltd
- **Two (2) new Associate Members:**
  - Ms Dion Tang Long Ying, Account Executive, SE10
  - Ms Joane Ling Hui En, Founder, Qquirks
- **Four (4) new Affiliate Members:**
  - Ms Annie Chan Peck Hoon, Owner/Director, Red Box Events Pte Ltd
  - Ms Anne Therese Gallenero, Business Development Executive, Ashurst
  - Mr Jiang Shengbo Lester, Marketing Communications Manager, Destiny Consultant Pte Ltd
  - Mr Rama Venkatasawmy, Lecturer, Communication and Media, University of Newcastle, Singapore

### **Complimentary Affiliate Membership (12)**

Participants of our Professional Certificate in Public Relations and Mass Communication courses in 2017 were given a one-year complimentary Affiliate membership:

#### **Prof Cert 01-2016**

- Mr Yuen Cheng Zhi, WSHO/ECO/ECMO, Hon Industries Pte Ltd
- Ms Morier Mandy Theresa, Corporate Affairs, BHP Biliton
- Ms Ng Li-Ting Andrea, Corporate Communications Officer, Inland Revenue Authority of Singapore
- Ms Nur Marissa Bte Mohamed Isa, Corporate Communications Assistance, Alexandra Health Systems
- Ms Giusi Maria Giaconia

#### **Prof Cert 02-2016**

- Ms Jaylyn Tey, Senior Executive, Corporate Communications, PacificLight Power Pte Ltd
- Ms Shearmain Soon
- Ms Elizabeth Camilia Lee Shixin
- Ms Nan Yihan Megan, Consultant, KPMG Singapore
- Mr Chai Yee Yuen Lionel, Assistant Director, Liaison, Prime Minister's Office
- Ms Fong Choi Foong, Senior Manager, HR & Corp Comms, PSA Marine (Pte) Ltd
- Ms Reayun Tan Hui Kee, Marketing, Liberty Insurance Pte Ltd

**Table – IPRS Membership as of March 2018**

<b>Membership Category/Year</b>	<b>As of Dec 2016</b>	<b>As of Dec 2017</b>	<b>As of Feb 2018</b>
Accredited	49	48	47
Corporate*	40	40	38**
Full	46	46	47
Associate	15	15	15
Affiliate	45	32	34
Fellow	12	12	12
Honorary	2	2	2
Student	200	470	470*
<b>Total</b>	<b>409</b>	<b>665</b>	<b>665</b>

*\*Rough indication based on the establishment of nine student chapters.*

*\*\*Corporate membership: entitled up to five staff (interchangeable) at IPRS' functions.*

The landscape for associations and societies in Singapore has become increasingly challenging. As such, the Council urges all Members to chip in! Whether it is to recommend a friend, participate in our activities and courses, or simply share an idea, we welcome you to play a part in inviting more PR and Communication professionals to join IPRS.

Membership benefits include:

- **Members-only** visits to media organisations. Past visits included to Google, LinkedIn, BBC News, Bloomberg, Reuters, Singapore Press Holdings and MediaCorp.
- **Special discounts (of between 20% to 30%)** for lunch talks, networking nights, training workshops, professional courses (Introduction to PR and Communication and the Professional Certificate courses), participation at the PRISM Awards, and advertisements on IPRS marketing channels.
- **Networking and speaking opportunities** at IPRS events.
- **Opportunity** to join the IPRS pool of professional Trainers.
- **Be on our mailing list** for special announcements such as job advertisements, events and workshops and our e-Newsletter.

**Membership Team:**

**Lin Liangmin**

**Lily Lim**

**Marcus Loh**

# CAPACITY BUILDING TEAM'S REPORT

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In the year under review, the Capacity Building Team upheld IPRS' position as a provider of Public Relations and Communication education by continuing to offer current and industry relevant training courses and workshops which reached out to about 50 participants and generated revenue of approximately \$70,000.

The two runs of our three-day Introduction to Public Relations and Mass Communication Course attracted about 20 participants, while the Professional Certificate in Public Relations and Mass Communication course drew 25 participants. Participants came from various industries ranging from the public sector, private corporations and "not-for-profit" organisations, and had the opportunity to exchange perspectives on a wide range of PR-related topics during the courses.

IPRS also offered a workshop titled, "The Elevator Pitch", which shared techniques on presenting one's business or organisation in a concise and professional way.

In addition, IPRS' Tea Time with PRISM Winners series garnered keen interest from members and non-members. The series comprised:

- IPRS Tea Time with PRISM 2017 Winners – PINPOINT PR (4 Aug)
- IPRS Tea Time with PRISM 2017 Winners – Bell Pottinger (25 Aug)
- IPRS Tea Time with PRISM 2017 Winners – IN.FOM (8 Sep)

The Council has revised its two-core education programmes – Introduction to PR and Mass Communication and Professional Certificate in PR and Mass Communication, to make the contents more relevant and focused on the needs of participants. Both courses are being relaunched in early 2018.

To equip members and PR professionals to be market-ready, IPRS will be rolling out a brand new series of specialised workshops covering topics such as digital and social media; media analysis; branding; and integrated marketing and project management in early 2018.

IPRS has been in discussion with external partners on tie-ups for the development of new training programmes and courses. These organisations include tertiary institutions, government agencies and associations.

## **Capacity Building Team:**

**Gerald De Cotta**

**Joanna Wong**

**Lily Lim**

**Susie Wee**

# STUDENT CHAPTER TEAM'S REPORT

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The year under review was another fruitful year for IPRS' outreach to the next generation of PR practitioners with two new Student Chapters being added to the roll, viz. Singapore Polytechnic (SP) and Singapore Management University (SMU).

This brought the number of Student Chapters to nine: National University of Singapore (NUS), Singapore Management University (SMU), Temasek Polytechnic (TP), Republic Polytechnic (RP), PSB Academy (PSBA), University of Newcastle Singapore (UONS), TMC Academy, Murdoch University, and Singapore Polytechnic (SP), with a combined total of about 600 Student Members.

The Team and Secretariat has also been in discussion with other tertiary institutions which will see a further expansion in the number of Student Chapters in 2018. The Team is also planning to roll out a Mentorship programme for Student Members in 2018.

The inaugural Student Chapters get-together event was held on 8 Dec 2017 at the TMC Academy and was attended by about 30 Student Members and faculty mentors along with IPRS Council Members and Accredited Members.

Student Members were provided opportunities to join in IPRS visits and events. Some of them subsequently contributed articles to the IPRS e-Newsletter on these activities.

The Council would like to take this opportunity to thank the students, and most importantly the Student Chapter Advisors, in helping to shape the future of our profession.

## **Student Chapter Team:**

**Eric Chan**

**Robert Conceicao**

**Susie Wee**

# VOICE REPORT

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We represented the voices of our members in two key areas: defining excellence for our craft and developing our outreach platforms.

## **1. Defining Excellence in PR**

The Global Alliance for Public Relations and Communication Management (GA) is in the midst of exploring a framework for standards and benchmarks of excellence for the craft.

While it is important to be open to best practises in PR from the rest of the world, there are needs which are unique to practitioners in Singapore and our region. Thus, it was heartening to see IPRS members rally around this effort to garner participation for this survey. The call-for-respondents was published on Telum Media and to IPRS' database, while I had the opportunity to submit a commentary for Asia Times: "To disrupt PR, let's start from fundamentals".

These results were subsequently brought to a focus group discussion, where senior practitioners, comprising members from the IPRS Council, Accreditation Board, and the IPRS member-pool deep-dived into the above results, to appreciate the broader context and implications of what the survey had yielded.

Our practitioners were of the consensus that the value of PR must go beyond traditional media relations, and be elevated in purpose and accountability for this value to be truly unlocked. Eventually, we hope to arrive at a "Singapore Accreditation Metric" as part of the "Global Capabilities Framework". The Singapore views were represented at a GA conference in London in January 2018, along with 12 other countries that took part in the process.

## **2. Developing outreach platforms**

In 2017, we reaffirmed our partnership with Singapore's National Community Leadership Institute (NACLI), the community leadership development arm of the People's Association, via our "IPRS-NACLI Public Communication Series". Through this series of guest presentations, Singapore's grass-root leaders had the benefit of learning about best practices in PR from senior IPRS member-practitioners:

- Mr James Suresh – Applying Public Relations (PR) Strategies to Build a Friendly Neighbourhood - The Opera Estate Way (29 April 2017)
- Mr Tham Kok Wing – Are you tuned in, or have you been tuned out? (29 July 2017)

A long-standing collaboration since September 2013 between the IPRS and NACLI, we are proud to keep our close engagement going, and do our part to support Singapore's community leaders in their ongoing efforts to engage their constituents and shore up trust in our country's public institutions.

As part of our outreach efforts, IPRS had also embarked on new communication channels to improve the levels of awareness and visibility for the apex chamber. In early March 2018, IPRS launched its new corporate website which allows users to sign up for IPRS membership, events, training courses and workshops online. It also incorporates IPRS' revised flagship courses – The Introduction to PR and Mass Communication and the Professional Certificate in PR and Mass Communication. Additionally, our new website features a page for IPRS members to build on their thought leadership by contributing their opinion pieces and add to our repository of knowledge.

We have also unveiled a LinkedIn page to foster further networking opportunities amongst those of us interested in the exciting developments at IPRS as well as the state of PR in Singapore.

In May 2017, IPRS was delighted to join the third Hong Kong Public Relations Awards. We were represented by Mr Eric Chan, IPRS Honorary Treasurer. This contributed to a deepening of warm relations between Hong Kong's apex chamber for PR and IPRS. In January this year, the IPRS was proud to host our compatriots from Hong Kong's Public Relations Professionals Association in Singapore. We look forward to further opportunities for goodwill exchanges and mutual development for the benefit of our members.

Finally, IPRS kept up our outreach to Non-Profit Organisations (NPOs) through collaborations with National Volunteer and Philanthropy Centre (NVPC). We galvanised our very own IPRS Student Chapters to work with NVPC on a "Facebook campaign – Ads for Good" project in 2017. Students had to come up with campaign ideas for these NPOs, and implement these ideas using Ad credits that were sponsored by Facebook. Four IPRS Student Chapters stepped up to this challenge:

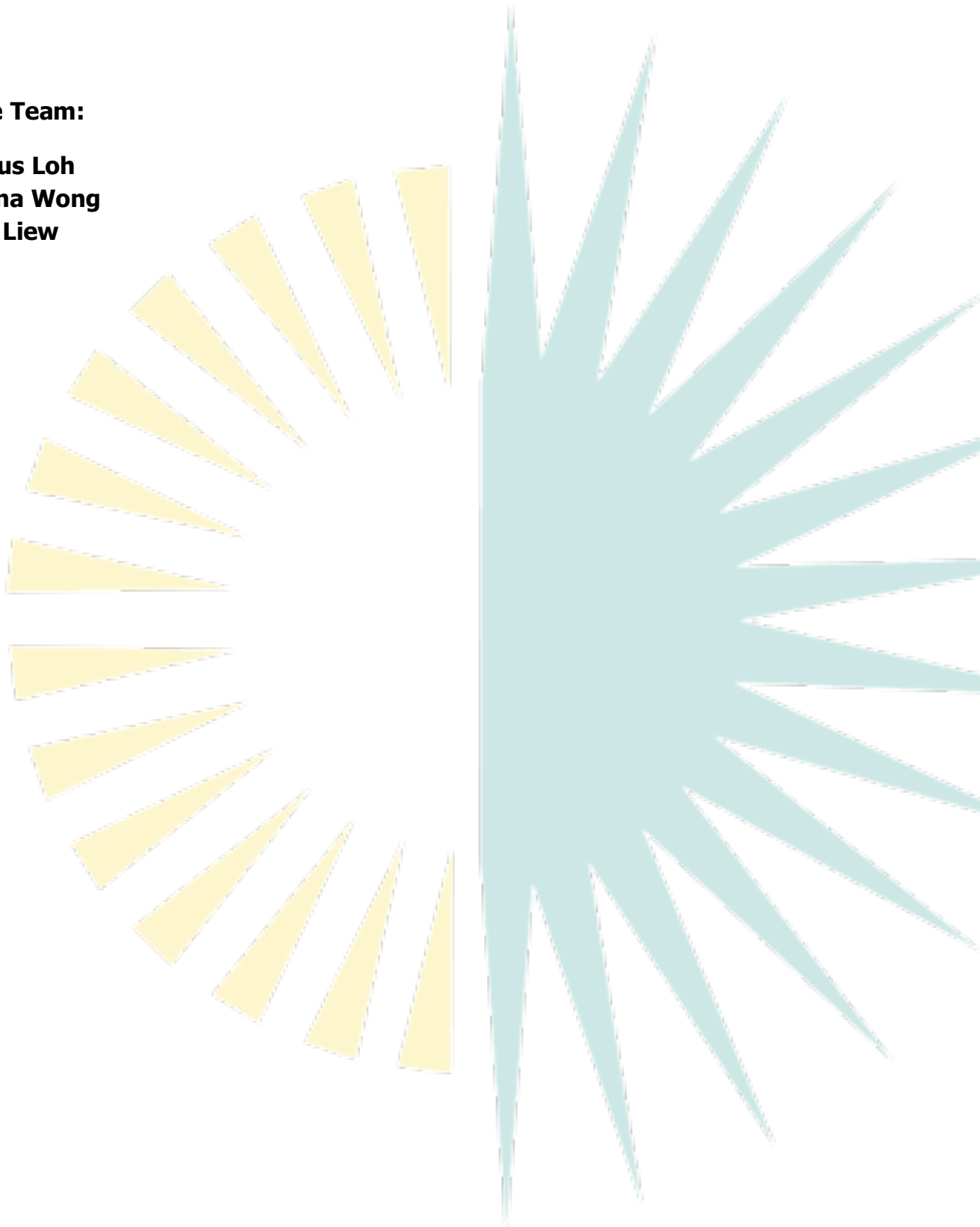
- Murdoch University-IPRS: worked with Singapore Red Cross
- Republic Polytechnic-IPRS: worked with Animal Concerns Research & Education Society (ACRES)
- TMC Academy-IPRS: worked with Muscular Dystrophy Association Singapore (MDAS)
- Temasek Polytechnic-IPRS: worked with Be Kind SG



In closing, as we cross our mid-term mark in office, Joanna, Mike, and I hope to continue engaging with fellow members of our IPRS Council as well as with each of you to crystallise the value of PR, and project our collective voices to be heard by both the stakeholders who matter and the broader public.

**Voice Team:**

**Marcus Loh**  
**Joanna Wong**  
**Mike Liew**



# IN APPRECIATION

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On behalf of the President and Council 2017/2019, and the IPRS Secretariat, we would like to express our appreciation to the following Members, Partners and Volunteers, who have stepped forward to support and assist the Institute in 2017:

## **Partners**

- Bloomberg
- Carlsberg Singapore
- Changi Airport Group
- CNBC
- Corner Stone Wines
- Focal Print N Pack Pte Ltd
- Hong Kong Public Relations Professionals' Association Limited
- IN.FOM
- Klareco Communications Pte Ltd
- Lazada Group
- MONEY FM 89.3
- National Community Leadership Institute (NACLI)
- PINPOINT PR Pte Ltd
- PR Communications
- PSB Academy Pte Ltd
- SGAG
- Singapore Press Club
- Singapore Sports Hub
- SP Group
- Sport Singapore
- TMC Academy
- Voodoo Communications
- Weber Shandwick

## **IPRS Accredited Members**

- Ms Christina Cheang
- Ms Daphne Liew
- Mr Gregory Tan
- Mr James Suresh
- Ms Kathy O'Brien
- Ms Linda Lim
- Mr Ng Chip Keng
- Mr Ross Gan
- Ms Sarimah Salamon
- Mr Tham Kok Wing

## **IPRS Corporate Members**

- Republic Polytechnic
- Temasek Polytechnic

# IN APPRECIATION

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## **IPRS Full Members**

- Ms Illka Gobius
- Mr Justin Fong Cheng Wah

## **IPRS Associate Member**

- Mr Reuben Conceicao

## **IPRS Affiliate Member**

- Ms Mandy Morier

## **Murdoch Singapore Students**

- Mr Benjamin Tan
- Ms Mistical Low
- Ms Margareta Anastasia

## **PSB Academy Students**

- Ms Mabel Ngu Sze Nie
- Ms Sowndharya Gayathri Balasubrimanian

## **Republic Polytechnic Students**

- Ms Auni Darwisyah Bte Mohamed Ashari
- Mr Isaac Thiang Dao Jun
- Mr Kevin Brendan Raj Kumar
- Mr Lim Leon
- Ms Mira Purnamasari Bte Ansari
- Ms Nurul Sabrina Bte Ahmad
- Ms Nurul Nadhirah Bte Mohd Nasir
- Mr Teo Shu Hang Eric
- Mr Teo Teck Kuan

## **Singapore Polytechnic Students**

- Ms Nur Syahindah Binte Md Yaman
- Ms Rugoyah Binte Mazlan

## **Temasek Polytechnic Students**

- Ms Agatha Riane
- Mr Cedric Cheok Sheng
- Mr Christopher Wong
- Ms Danielle Roman Coleen Louise Castro
- Ms Darshita Bhati
- Mr Joshua Lim
- Ms Julia Tan Ru Yi
- Mr Kevin Poh
- Mr Sim Meng Hwan (Andy)

# IN APPRECIATION

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- Ms Sheila Lee Shi Lei

## **TMC Academy Students**

- Ms Lalethaa D/O Karamjeet Singh
- Mr Lee Dongho

## **University of Newcastle Singapore Students**

- Ms Germaine Wong
- Ms Loren Ang
- Ms Lydia Chin
- Ms Serene Goh

## **Other Volunteers**

- Ms Tiffany Lim
- Mr Roman Gollent

We sincerely apologise if we had inadvertently missed out anyone or any organisation who had supported IPRS in 2017.

# IPRS' ACTIVITIES

## 2017

### February

- 17 IPRS Members' Get Together
- 22-24 Launch of Introduction to Public Relations & Mass Communication Intake 01-2017

### March

- 1 PRISM Awards Gala Presentation Night 2017
- 16 TP-IPRS & PSB Academy: Communications in the Future Economy
- 22 47<sup>th</sup> IPRS Annual General Meeting and Election of Council 2017/2019

### April

- 24 Launch of Professional Certificate in Public Relations & Mass Communication Intake 01-2017
- 29 IPRS-PA/NACLI Public Communication Series: *Applying Public Relations (PR) strategies to Build a Friendly Neighbourhood – The Opera Estate Way* by Mr James Suresh, Accredited Member

### May

- 5 IPRS Visits CNBC
- 23 IPRS Visits LAZADA Group

### June

- 5 RP-IPRS Student Chapter Talk: *PR: From School to Work*
- 16 IPRS Visits Changi Airport
- 20 Murdoch-IPRS Student Chapter Talk: *PR Insights 101*

### July

- 7 SP-IPRS Student Chapter MOU Signing and Industry Talk
- 11 RP-IPRS Student Chapter Panel Discussion: *Polishing your professional image*
- 21 Brand & Influencers Panel Discussion: PR and Legal Perspectives
- 25 Accreditation Board Meeting
- 25 Accredited Members' Get Together
- 26 – 28 Launch of Introduction to Public Relations & Mass Communication Intake 02-2017
- 29 IPRS-PA/NACLI Public Communication Series: *Are you tuned in or have you been tuned out?*

### August

- 1 TP-IPRS: *Gatsby Style Wars*
- 2 SPC-IPRS National Day Celebration
- 4 Tea Time with PRISM 2017 Winners: PINPOINT PR
- 16 Company of Good Networking Reception - Collaborate for Good
- 17 PR & Communication Management – Survey on Capabilities & Accreditation
- 25 Tea Time with PRISM 2017 Winners: Bell Pottinger

### September

- 1 SMU-IPRS Student Chapter MOU Signing
- 8 Tea Time with PRISM 2017 Winners: IN.FOM
- 11 Launch of Professional Certificate in Public Relations & Mass Communication Intake 02-2017
- 22 IPRS Visits Sport Singapore & Singapore Sports Hub

### October

- 24 IPRS Visits Bloomberg
- 27 IPRS Visits SGAG

### November

- 3 IPRS Workshop Series 2017: *The Elevator Pitch* workshop by Ms Julinda Mega, Full Member
- 10 IPRS Visits SP Group

### December

- 8 IPRS Student Chapters Inaugural Get-Together

## 2018

### January

- 10 Focus Group: Global Capabilities Framework
- 19 IPRS Visits MONEY FM 89.3
- 20 PSB Academy Open House Talk
- 24 TP-IPRS Student Chapter MOU Renewal
- 24 – 26 Launch of Introduction to Public Relations & Mass Communication Intake 01-2018
- 26 Hong Kong Public Relations Professionals' Association Limited

### March

- 8 Launch of new IPRS Website
- 15 48<sup>th</sup> IPRS Annual General Meeting