



*Happy  
New Year!*

FROM ALL OF US AT IPRS

Highlights In This Issue:

**MEDIA BLITZ**  
Page 2

What Makes A  
Pitch Successful?  
Page 3

**BOOK REVIEW /**  
To Measure  
Online Relationships  
Page 4

A new pathway for the  
IPRS Diploma Students /  
The shortage of  
PR practitioners in Asia  
Page 5

**PERSONALITY PROFILE**  
Page 7

**INDUSTRY BUZZ /**  
CALENDAR OF EVENTS  
Page 8

## Largest Number to Graduate From IPRS Courses



"Our students and graduates understand the value of learning from seasoned PR practitioners as their lecturers."

Ms Caitlin Fua (4th from left), Ms K. Bhavani (6th from left) and Ms Kathy O'Brien (extreme right) with our top graduating students.

A record number of 72 graduands received their certificates or diplomas in November, after successfully completing various courses conducted by IPRS. Among them were 26 Officers from the Ministry of Defence (MINDEF) and Singapore Armed Forces (SAF) who were conferred with the IPRS-MINDEF Professional Certificate in Public Relations and Mass Communication. Including private sector working professionals, they graduated from the Class of 2005 and Class of 2006.

Eight were singled out for emerging top of their respective classes despite their busy schedules. They received a \$100 book voucher sponsored by StarHub and presented by the company's Manager of Corporate Communication, Ms Caitlin Fua.

Lieutenant Colonel Humphrey Chin of the Republic of Singapore Armed Forces (RSAF), who was the top student of the IPRS-MINDEF Professional certificate, and a proud father of quintuplets, was shocked to hear he was top amongst all his fellow co-workers and classmates. Is there a pix of him we can use?

"There was strong competition among my classmates and I didn't expect myself to win," he said.

Joanne Tan, Manager of Spring Singapore and one of the top students, decided to take the Diploma course to "build a strong foundation and a good understanding of PR principles and practices".



Mr Humphrey Chin our IPRS-Mindef 2006 course top student with his wife and quintuplets

Sylvia Chim, top student of the Professional Certificate in PR and Mass Communication and an account executive with PR agency Waggener Edstrom, said the course had enhanced her job knowledge. "For

someone who wants to move to the PR industry, this course is an accreditation and has opened more doors for me," she added.

Some of these sentiments were echoed in a speech given by IPRS President K Bhavani at the opening of the graduation ceremony.

"The number of working adults who are turning to us for an industry-recognized certification has been encouraging. Our students and graduates understand the value of learning from seasoned PR practitioners as their lecturers. I believe that even with the increase in private institutions that are offering similar PR courses, IPRS will continue to maintain its lead position in providing quality PR education as we are the only accrediting body for PR professionals in Singapore. We will continue to produce a steady flow of stellar PR graduates each year." ☺

By Tan MeiHui

**MANAGEMENT CHANGES AT MEDIACORP**

Mano Sabrani has quit his position as MediaCorp Press CEO. Mr Sabrani is a 28-year veteran of journalism and finance. His predecessor, PN Balji, to take on the role of MediaCorp Press CEO. He was the MediaCorp CEO until 2003. Mr Balji is currently the chairman and co-founder of Communication DNA, a relatively new communications agency.

Other management changes include the promotion of associate editor Murali Subramaniam to VP, reporting to Shaun Seow, MediaCorp News, Radio, Publishing and Press Group CEO, while Today's managing editor, Walter Fernandez, will take over from Mr Subramaniam.

**CHEONG YIP SENG TO RETIRE AND PATRICK DANIEL TO STEP IN.**

Veteran journalist, Cheong Yip Seng has retired from Singapore Press Holdings after 43 years of service. Mr Cheong was SPH's Editor-in-Chief of the English and Malay Newspapers Division (EMND).

He has agreed to stay as Editorial Advisor to SPH. Patrick Daniel, 52, has been with SPH for 20 years and succeeded him. Mr Daniel has held various appointments with the Group since joining The Straits Times as a Senior Leader/Feature Writer in October 1986. Mr Daniel said: "I am really honoured to be entrusted with this challenge. These are exciting times, as we have multiple media channels to exploit — not just print but also online, mobile and radio. We will seize these opportunities, innovate, and aim for new levels of excellence. I'm confident our team will be up to the task and we will continue to serve our audience well."

**SPH TO CONSOLIDATE MAGAZINE BUSINESS UNDER ONE UMBRELLA**

Singapore Press Holdings has consolidated all of its magazine titles under one SPH magazine group.

Blu Inc Media and Magazine Incorporated, which SPH bought in 2004, will now be merged and come under SPH Magazines. News stand magazines like Female and Her World, will come under Allen Loh, managing director of the general lifestyle division, while closed circulation titles like Kris Shop magazine for Singapore Airlines will come under Dennis Pua, managing director of the specialist publication division. Caroline Ngui will oversee all editorial functions of SPH's stable of magazines, as the group's editor-in-chief.

**SPH CHAIRMAN OF MAGAZINE, ARTHUR SEET, RETIRES**

Arthur Seet, Executive Vice President, Special Duties, SPH and concurrently, Chairman of SPH Magazines Pte Ltd (SPH Magazines) is due to retire on 30 November. In his 32 years with the SPH Group, Mr Seet has held various positions including Executive Vice President of Finance of SPH and also finance positions in Times Publishing Berhad and Singapore Newspaper Services Pte Ltd. Alan Chan takes over as Chairman of SPH Magazines' Board from 1 December. Robin Hu, Executive Vice President of SPH's Chinese Newspapers and Newspaper Services Divisions, will be Deputy Chairman of the Board with effect from the same date.

**DO NOT LET THE COVERAGE GO TO WASTE**

Like it or not, many customers and stakeholders form perceptions of your organization from what they read from newspapers. And we all know how a favorable news report can strengthen an organization's image like no other.

That is why many PR practitioners devote much energy into acquiring the desired media coverage.

Identifying a news hook, pitching the story to editors, drafting the press release, organizing a press conference. Much time is channeled into gaining the credibility and third party endorsement that a news article can lend to an organization's communication efforts. And even then, despite the best PR efforts and skills, editorial coverage is never a guaranteed output.

Yet, when editorial coverage is actually secured, many wasted opportunities arise when these news articles are not fully leveraged. Often, news reports are filed away in media monitoring reports and used for internal analyses. Sometimes, organizations unwittingly flout copyright laws by reproducing these articles without obtaining the proper permit from the publishers.

Enlightened organizations like Westcomb Financial, Borneo Motors, Singapore Tourism Board, Underwater World and National University of Singapore have been reproducing news reports on their corporate websites or print advertisements for greater publicity and mileage. They obtained the rights to use their stories from Singapore Press Holdings' (SPH) newsPOST service, which gives organizations the rights to reproduce SPH's proprietary articles in other media.

Another service, newsLINK, allows organizations to browse and read full articles from SPH's database of news articles, dated as back as 1989.

To find out more about SPH's value-add services, contact newsPOST (<http://business-times.asiaone.com/newspost> or newsLINK (<http://newslink.asiaone.com.sg>)

**Ms Ng Chew Wee**  
Marketing Executive, Product Dev & Branding  
SPH Marketing Division

## IPRS COMMENTARY

## What Makes A Pitch Successful?

Is there a recipe for the perfect pitch? What is the secret to getting that 'edge' so that your pitch stands out amongst all the others? IPRS gets the insight from members on both sides of the fence – the PR consultancies and client organisations - on what makes a pitch successful.

## PR CONSULTANTS SAY...



**Ms Cho Pei Lin, Director, Asia PR Werkz**

A successful pitch is one which understands the goals and objectives of the client. This will require the right questions to be asked to the client and the client to cooperate and provide the answers. After comprehending the purpose of the client's PR efforts and what the client is trying to achieve, it will be necessary to research thoroughly the marketplace, understand the industry and the target audience of the client as well as analyze what the client's competitors have been doing. Apart from presenting

a good proposal for the pitch, one of the most important elements that will determine the success of the pitch would have to be the cost of PR services.



**Margaret Cunico, Weber Shandwick Worldwide Singapore Pte Ltd**

There's no mystery to pitching for new business, but if I were to nail it down, I'd count among them client knowledge, relevant experience, deliverable results and a strong show of commitment. Research is key and Google can be your best bet for this. But if you are serious about winning a particular piece of business, you need to go more than just skin-deep to understand the client, their business landscape, their stakeholders – who they

are, what they are thinking, what they need to know and how you can influence their perceptions and actions.

I have found clients to be a lot more attentive when they know you have similar industry experience. But if you haven't worked for a hotel or airline or pharmaceutical client or whatever the client's industry may be, don't fudge your way through it. You're more transparent than you think you are when presenting. But you can make up for lack of industry experience with in-depth research. Clients are usually appreciative that you have made the effort.



**Linda Fullford, Managing Director, Fullford Public Relations Consultancy**

A good understanding of the clients business and their overall objectives plus an indication of budgets should be determined from the outset. Once you are clear on what needs to be achieved then you should develop a clear strategy with a refreshing and creative approach to maximise impact, as and when appropriate.

Ideas should be realistic and achievable which do not rely on outrageous budgets to implement, as this will only alienate the client. A timeframe and agreed KPIs should also be stated to manage expectations and account teams should not be afraid to counsel when expectations are not accurate or achievable.

**Christina Cheang, Deputy Managing Director, Hill & Knowlton (SEA)**

The winning pitch requires more than a sprinkling of TLC. To clinch the win, we will need a combination of the best Team experience and expertise for the specified client project, best agency Legacy (track record), and critically, the knowhow or Content that is strategic and innovative to achieve the client's desired business results. Wrap this all up with easy chemistry between the client prospect and agency - and a professional fee that meets the client's budget – and we have the winning pitch!

## THE CORPORATIONS SAY...

**Corinna Cox, Communications Director, Sentosa Leisure Group**

The agency's team as well as the knowledge and experience they bring to a client's account is crucial for any PR agency's success. This will not only help them clinch the account, but can more importantly add great value and grow the client's business.

No client wants to feel that his business is considered small or mediocre. Even on a tight budget, a client likes to feel that his/her PR dollars can be stretched in innovative, creative ways over and beyond conventional publicity plans.

Genuine interest, in-depth knowledge and understanding of the client's business is also a huge success factor.



**Beverly Tan, Public Relations/Business Development Manager, Bayer Healthcare**

Referrals and recommendations from a trusted source are crucial to any agency even getting on the radar screen of organizations exploring the option (of engaging a public relations agency). While there are many factors which determine which agencies get shortlisted eventually from those recommended, those who are, actually start on a level playing field during the pitch.

The agency that is successful may not necessarily be the most cost effective or had presented the best ideas or demonstrated the most extensive experience & expertise. The decision on who the winning agency should be ultimately boils down to the priorities of influencers such as communication managers and decision makers. In most cases, such priorities are rooted in business objectives.

To gain the confidence and trust of influencers within an organization, first ascertain the influencers' business objectives (i.e. impact on bottomline, market share) and how they perceive public relations efforts will meet these pitches. Pitches should then be focused on how a proposed communications plan/strategy will meet business objectives, deliverables and programme evaluation / measurements. For instance, if influencers perceive strong media relations as meeting this business objective, relevant case studies should be emphasized.

**Daniel Quek, Head of Corporate Affairs, Cerebos Pacific Limited**

A good pitch must be targeted. Clients realise there are a finite number of good ideas and that these do get repackaged. Hence it is important to make sure the pitch is properly customised for the client so that while they may recognise the idea, they should still feel that you can make it work more effectively for them.

A good pitch needs to be focused. Clients are busy and don't have time to hear you ramble on about your idea. You need to be able to explain in no more than 15 minutes what the main thrust is and how it would work for them. You should of course be prepared for some follow-up questions but the pitch itself must be succinct.

Something else can you do to make sure your pitch is successful is to spend sufficient time researching the client. Make sure you have a good sense of their mission and audience, and of the kinds of activities they have conducted before you even start preparing your pitch. Clients tend towards things that they haven't done before. Go to the newspaper archives and see their past coverage and do check out their websites. 📌




## BOOK REVIEW

### Branding in Asia By Paul Temporal (Revised Edition) (John Wiley & Sons (Asia) Pte Ltd)

Branding has always been an important issue with many companies. By and large, companies in the US and Europe have done better at branding than most. The Asian brand often trails behind, with the exception of few including Acer and Samsung.

*Branding in Asia* meticulously dissects the different facets of branding, breaking down each step and allowing the reader to get a greater grasp of the process and issues in making a brand strong and global.

Through showcasing case studies of global and Asian brands, all the issues of branding are brought to life for the reader. Real-life examples facilitate understanding of the brand building process and offer ideas for branding strategies. While most of the case studies highlight global brand names, several Asian brands like Acer and Tiger Balm are mentioned.

Ultimately, this book calls for Asian brands to step up and be on par with global brands. The message - Asian brands can stand tall on the global stage. 

## How to Measure Online Relationships



"The Internet has brought about a revolution in marketing far beyond the scope that even the most forward-thinking of us might have imagined."

Ms. Kathy Paine (left) with IPRS President Ms. K. Brown

The more things change, the more they remain the same.

The Internet has brought about a revolution in marketing far beyond the scope that even the most forward-thinking of us might have imagined. Today, despite the best efforts of PR and marketing types, consumers continue to seize power from the marketers. Consumers are the media, the editors and the reviewers. They are in control and they are going to let you know what they think by changing their behavior.



That's not to say that they can't be influenced, just that it takes a new approach to monitor and manage the new environment. And blogs have added a whole new wrinkle to the mix. Thanks to advances in technology that have made it easy and virtually free to create them, more and more independent bloggers - be they journalists, pundits, experts

or ordinary gadflies - are taking to the Internet to put forward their views to anyone who will listen.

The normal maxim for measurement is, "If you can't measure it, you can't manage it." The problem with measuring blogs is not how to do it, but rather that the nature of blogs renders management impossible. You simply cannot "manage" what 70 million independent minded, opinionated people are going to say. And woe to those who try, since the blogosphere can get very prickly; when it senses someone trying to control it, it resembles nothing more than a cornered porcupine.

So how do you measure the effectiveness of your online public relationships? You follow these five basic steps:

#### STEP 1

Define your objectives, such as financial or relationship outcomes

#### STEP 2

Define your audiences: Who are they and from where do they get their information?

#### STEP 3


Set priorities: Counting the volume of conversations and comments and the number of links and trackbacks is one indication of the size and scope of the network surrounding an online discussion. Set specific priorities based on the volume of traffic to a specific site. Examining the credibility and authority of the people who are commenting and/or linking to the site is another way to assess the impact and importance of the blog.

#### STEP 4

What kind of rulers do you need in cyberspace? You will need tools to accomplish the following:

#### STEP 5

##### Analyze and present results

Perhaps the most important part of online relationship measurement is what you do with the results. The online community is consumer driven, and the backlash against any organization can be brutal. So you can't easily "manage" the relationships. But what you can do is engage the community in a conversation, present data and facts and see how they respond. 

By Kathy Paine

## IPRS UPDATES

## A new pathway for IPRS Diploma Students



IPRS Diploma holders will soon have another avenue to continue their education about the media.

IPRS will be collaborating with Australia's Royal Melbourne Institute of Technology to give our diploma graduates advance standing in their Bachelor of Communication (Mass Communications Programme), which is conducted through the Singapore Institute of Management.

Watch out for further details to be finalised sometime in March 2007. 

## Shanghai Public Relations Association addresses shortage of PR practitioners in Asia

International PR Forum in Shanghai concedes unrelenting growth for the profession in the next decade




The shortage and retention of PR talent in Asia is a challenge confronting the PR industry particularly in developing economies. This is a mounting problem especially given the expected growth of PR in China over the next decade.

Affirming this at a forum to celebrate the Shanghai PR Association (SPRA)'s 20<sup>th</sup> anniversary, Shirley King of @PR (a local PR agency in Shanghai) said, "Those who have a helicopter vision and possess multiple skills will emerge as leaders of the PR industry (in China)".

More than 20 international PR professionals from the US, UK, Japan, Korea, Malaysia, Taiwan, Hong Kong and Singapore were at the PR forum. The next 20 years: Towards Greater Sino-Foreign Collaboration in Public Relations.

The forum provided an invaluable platform for participants - comprising academics and members of PR institutes and organizations - to gain insights on the state of the PR industry and profession in each others' markets. It also facilitated dialogue on the development of PR in China and the Asia Pacific.

Ms Daphne Liew, representing IPRS at the forum, delivered a presentation on the training and accreditation for PR professionals. She urged "PR practitioners to stay current and relevant in this rapidly changing world. There is a need to educate employers on the importance of hiring suitably qualified PR practitioners. Only then, can we raise the PR profession to scale new heights. All of us have a part to play in developing our profession (in Asia)."

The one day forum concluded with a celebratory dinner at the Shanghai Theatre, organised by SPRA, the first PR association to be formed in China. 

"There is a need to educate employers on the importance of hiring suitably qualified PR practitioners. Only then, can we raise the PR profession to scale new heights."

*Ms Daphne Liew*

# WE WANT TO HEAR FROM YOU!



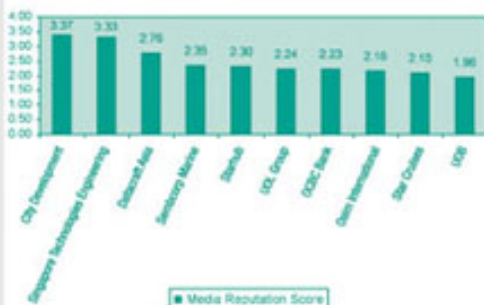
News can happen anytime and anywhere. Journalists are no longer the only ones reporting the news. Ordinary folks like us have taken on the role of citizen journalists, camera phone and video recorded in hand. Throw in an internet connection, the word is out in seconds. Welcome the age of Citizen Journalism. With gadgets like camera phone, blogs and websites like STOMP, anyone and everyone is empowered to report what they see and hear.

We want to know what you think about Citizen Journalism, how you feel it has changed the media environment and our profession. Your views will be considered for publication in the next issue of *News & Views*.

Email [debra@iprs.com.sg](mailto:debra@iprs.com.sg) and include your name, age and occupation by Friday 9 March 2007. 📧

## Unprecedented Survey by SMU

### MEDIA REPUTATION INDEX



Top 10 companies in the overall results of the Media Reputation Index

Forty-five students from the Singapore Management University (SMU) put together a Media Reputation Index for 26 companies randomly short listed from a select list of companies off the Straits Times Index (STI). This was the first time SMU students have put together such an index. The students were enrolled in the course "Managing Corporate Reputation and External Relations" under Professor Michael A. Netzley.

Said Professor Michael A. Netzley, "The index has been developed by our corporate communication students and is an unprecedented project at SMU," adding that "the project should prepare our graduates for employment, and also provide an interesting snapshot of how the media are impacting the reputation of more than 20 companies listed on the STI".

The companies were measured, among others, according to how favourable their media coverage was compared to those analyzed, and the prominence of their key messages in relation to Corporate Social Responsibility, Work Place Environment, Product(s) and Services, Financial Performance and Vision and Leadership.

Moving forward, the school intends to include a longer research horizon of 12 months. Ranking within industries will also be considered, as well as distinguishing between local and international coverage so that businesses can determine their presence in both contexts more accurately. 📧

By Sheryl Tan

### Picture Of Mr Kenneth Seah

## The Passing Of IPRS' First President Mr. Kenneth Seah

IPRS' first president, Mr Kenneth Seah, passed away peacefully on Tuesday 21 November 2006. He was 78 years old. Mr. Seah, one of the founding members of IPRS, was president from 1970-1972. His leadership helped to build a solid foundation for the institute. IPRS would like to extend our deepest sympathy and condolences to his family. 📧

# PERSONALITY PROFILE

## GOH CHEE KONG

Vice President, Corporate Marketing & Communications  
SMRT Corporation Ltd.



### 1. What's the biggest challenge in your PR career to date?

To be authentic, and to be perceived as such, always. Whether as spokesperson for MINDEF-SAF in the past or SMRT now, it was and is always to brand the organisation as it is, efficient, purposeful, far-sighted and accountable, and this is a challenge as both organisations are under constant public scrutiny. It has, however, been rewarding because I believe in the organisations and have vested interests in ensuring the organisations deliver on their commitments. I have two sons who have to serve the nation so when I said positive things about the SAF, I meant them; and when we promote SMRT and its services as efficient, safe and affordable, I can say it with integrity as my family, relatives and friends ride the system.

In all public relations efforts, it is about engaging and educating. It is about listening to consumers and formulating policies and programmes that provide balanced perspectives, enabling them to form informed views and make better choices; for the organisation, it is about informed decisions that contribute to sustainable development.

### 2. The influx of 'citizen journalism' has brought SMRT into the public eye with pictorial reports of accidents on the tracks. Has it been difficult to keep a good image for SMRT?

As a public transport service provider, SMRT is always in the public eye and members of the public have always been interested in providing feedback on our services. The advent of blogs and online news has only made it easier for them to voice their opinions or share their experiences. We are committed to good corporate governance and transparency, and with growing active citizenry, there are now more platforms from which SMRT can engage consumers, explaining to them the measures in place to ensure a high level of safety and security in our system.

### 3. What are some of the common misconceptions of PR that you have heard?

That with good PR, good marketing, one is able to promote or sell almost anything. But this is far from the truth as hype arising from good PR and good marketing is not sustainable in the long run if the company does not live up to its commitments and misplace the trust stakeholders have placed in them.

That the 'customer is king' if carried to its limit, is fallacious. While the notion is good, the pride and integrity of service staff should also be protected. Service staff should have the prerogative to respond in a firm and fair manner in handling unreasonable customers. I do not believe unreasonable customers should be allowed to run rough shod over service staff who practise tolerance.

### 4. How did you get into PR? Did you have a mentor?

In retrospect it seems like a natural progression. I started my career as an army officer and because we are a largely conscript military, PR is central to every undertaking. Later on, besides commanding units, I also headed intelligence and policy departments that required me to focus on bi-lateral and multi-lateral relations with armed forces around the world. These eventually led to an appointment as MINDEF spokesperson, my first full-fledged PR job, followed by SMRT, my current appointment. I have had many mentors and also learnt through watching spokespersons and influential people deal with issues. More importantly, the Permanent Secretaries and the Deputy Secretary (Policy) whom I served with in MINDEF were PR savvy, so I had excellent opportunities to learn and practise good, effective communications. Similarly, I'm able to push the envelope in practising effective PR as my CEO in SMRT believes in engaging our stakeholders.

### 5. What was the advice given to you which made the biggest impact on your professional life?

There isn't a single impactful advice but many good ones along the way. Specific to the PR profession, I can think of one that stands out. It is by an Israeli spokesman who wrote in Harvard University that "...telling the truth is our bullet-proof vest". It does not mean we spill all but tell the truth with prudence and sensitivity, which is the domain of any good communicator. One other that strikes me is a quote from a senior military officer, who today is an ambassador. He once said that doing a job is (like) a business transaction, no more and no less. This may seem parochial but if you think about it, in any transaction, the goal, which is always driven by a passion, should be mutually beneficial. As such, I am constantly asking myself, am I adding value to my company?

### 6. When choosing a candidate for a PR position, do you choose experience over qualifications?

Generally, in choosing a candidate, I look for someone with the relevant knowledge, skill and experience. She will have to be someone with the requisite knowledge, which the qualifications would give some indication to, the skill to deliver, and relevant experience to boot. However, as we well know, a person with a great deal of knowledge and is articulate may spin a good story but lacks the skills to deliver. It is therefore not easy to suss a person through interview(s). Our personal experience with people helps and we should look for that certain chemistry. Sometimes, we may have to go by gut feel which is why companies institute probationers for new joiners. It offers either party an opportunity to test the relationship and at the end of the probationary period, decide if a partnership is born or if it is to be a parting of ways.

### 7. Is there one thing that you are most proud of in your PR career?

Yes, that I have opportunities and the responsibility to engage stakeholders, sharing with them the organisation's commitments during good and tough times. It may seem onerous during difficult times but not if you believe in the organisation you work for. So whether it was at MINDEF-SAF, or now, at SMRT, I am with an organisation that serves the nation and community at large, and it behoves me to give a good account of our policies and practices to all our stakeholders.

### 8. What advice would you give to PR practitioners who face difficult (demanding and unreasonable) clients and journalists?

Deal with them, professionally and firmly. If they are truly out-of-line, tell them the conversation is no longer meaningful, and they may either choose to deal with another representative from the company or return to the table when they are ready to correspond purposefully.

### 9. Describe a typical non-working day in the life of Goh Chee Kong. What are some of the things that help you relax?

Spending time with my wife. Doing simple, ordinary things together, for instance having a leisurely breakfast, spending time with our dog, attending performances or going for a game of sports, makes for a relaxing day. ☺

## INDUSTRY BUZZ



**Eddie Moore** has joined Hill & Knowlton in the new role of Director, Sports Marketing & Sponsorship, Asia Pacific. Based in Sydney, Moore will drive H&K's regional strategy for sports, working closely with local offices across Asia Pacific and H&K's sports marketing and sponsorship centres of excellence in London and Chicago. Moore brings 15 years experience in sports and events management and marketing. He was a member of the successful Sydney Olympic 2000 Bid team and a member of the Sydney Olympic Organising Committee (SOCOG). Most recently, Moore has consulted to international sports organisations including the Japanese Rugby Union, the organising committee for the Rugby World Cup 2007 in France, the Football Federation of Australia, and the Australian Rugby Union.



**Faith Brewitt** has joined Hill & Knowlton as Director, Technology and Digital Practice, Asia Pacific. Based in Hong Kong, Brewitt will provide strategic counsel to regional clients and, in collaboration with H&K's sub-regional technology leaders, will drive growth in the company's largest and most valuable sector. Prior to coming to Asia, Brewitt was based in the US holding a number of positions including Director of Communications at POGO LINUX and managing clients covering e-commerce, software, middleware, hardware, telecommunications, e-learning and data-mining for a tech boutique in Silicon Valley.

**CARMA Asia Pacific** has announced the appointment of Stephenie Vasko, formerly Vice President, Marketing and Corporate Communications of ESPN STAR Sports in Asia, as its Regional Head – SE Asia based in Singapore. Ms Vasko has spent the past seven years implementing brand and promotion strategies for ESPN and STAR Sports and the network's major sports products. Before joining ESPN STAR Sports, she was Director, Marketing of MTV Networks Asia where she was responsible for building MTV's profile including initiating its first-ever Youth Marketing Forum and its roll out to Hong Kong, Taiwan, India, the Philippines and Indonesia.

**Upstream Asia Limited** ("Upstream"), which is focused on corporate and marketing communications services, is to be listed on the London AIM market via a reverse takeover of listed cash shell Raven Capital Inc ("Raven"). Upstream was named Asia's New PR Consultancy of the Year in 2001 by Media magazine.

In other news, Upstream Asia has appointed three seasoned executives to newly created positions to manage and grow its capabilities and client relationships in China and Southeast Asia. In China, Shufen Tan has been appointed Director and General Manager, China, based in Shanghai. She has more than 16 years' communications experience in Asia, with nearly 10 in China. Alex Wu joins as Director, China, to lead the Upstream office in Beijing. He is a senior strategist, leader and communicator with extensive experience in the IT and travel industries. Mike Liew has been appointed Managing Director, Singapore and Southeast Asia. In addition to overseeing Upstream's existing operations run by Director and Singapore General Manager Ong Seow Chong, he has a regional remit to expand and grow the services available to Upstream's clients.

## CALENDAR OF EVENTS

DATE	PROGRAMME
<b>JANUARY 2007</b>	
18 January	LUNCHTALK : Aquent Orange Book by James Koh
24 - 26 January	Introduction to Public Relations
22 January	Accreditation Close-Door Discussion
<b>FEBRUARY 2007</b>	
8 February	LUNCHTALK : Word of Mouth Marketing by Lan Mckee
13 February	WORKSHOP : Events Management by James Suresh
<b>MARCH 2007</b>	
TBC	WORKSHOP : PR in Customer Service

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Ad Insert	\$500 \$400

**MEMBERS DIRECTORY** (An Annual Issue)  
The well-thumbed directory provides high visibility for your product or service.

Outside back cover	\$1,000 \$800
Inside front cover	\$800 \$640
Inside back cover	\$700 \$560
Run-on-page	\$500 \$400

## WEBSITE/EMAIL BLASTS

Send your message to audiences fast and cheaply. Whether it is about job opportunities or a new product/service, send your message electronically for quick results.

Website Recruitment Ads (3-weeks)	\$100 \$80
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One-time Email Blast (only to IPRS members) \$200 \$160

Call the IPRS at 6534 1841 or email [admin@iprs.org.sg](mailto:admin@iprs.org.sg) for more information.

## THE IPRS COUNCIL 2006/2007

<b>President</b>	K Bhavani
<b>Vice-President</b>	Kathy O'Brien
<b>Hon. Secretary</b>	Lim Siew Wee
<b>Hon. Treasurer</b>	Jonathan Law
<b>Council Members</b>	<b>Co-opted Members</b>
Annie Tan	Dawn Low
James Suresh	Kai Tamin-Goh
John Holland	Rosanna Cil
Robert Conceicao	Samuel Lock
Michael Rose	
Tay Kuan Yan ( <i>Legal Advisor</i> )	
Daphne Liew ( <i>China Relations Advisor</i> )	

## EDITORIAL TEAM

<b>Managing Editor</b>	Kai Tamin-Goh
<b>Writer</b>	Debra L'Angellier

## THE SECRETARIAT

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