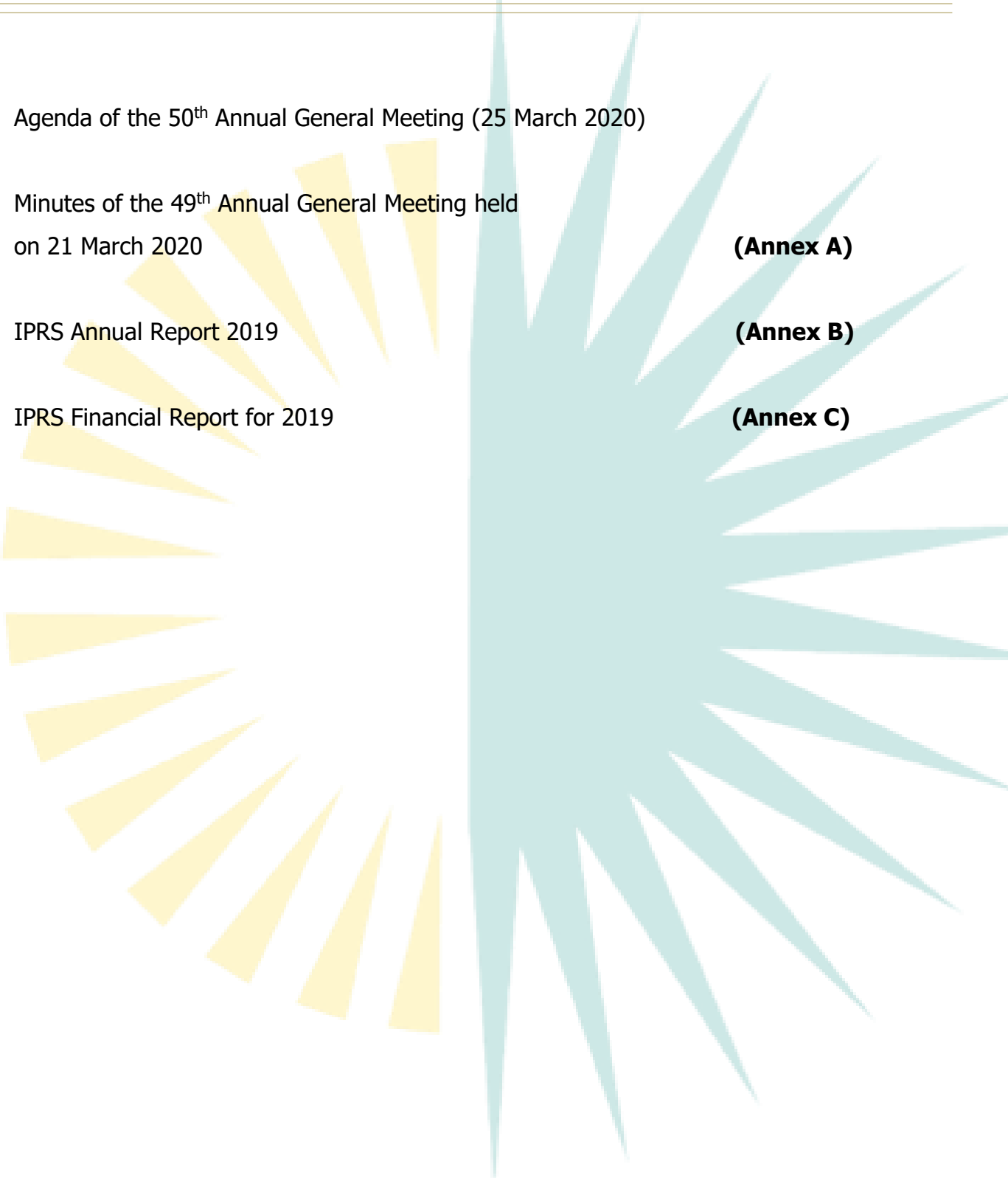




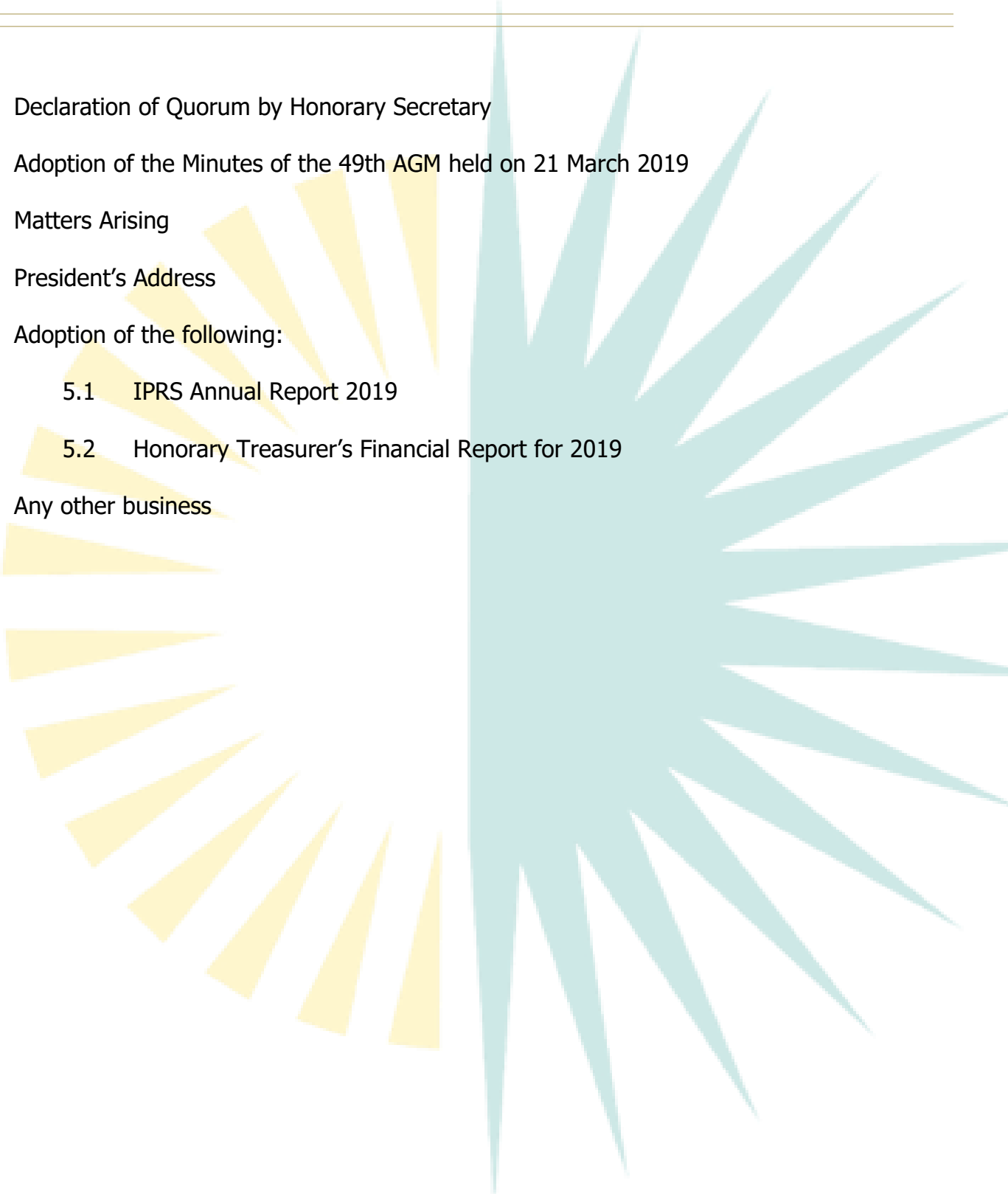
50th Annual General Meeting

Institute of Public Relations of Singapore
25 March 2020

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1. Agenda of the 50th Annual General Meeting (25 March 2020)
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AGENDA FOR 50TH AGM

1. Declaration of Quorum by Honorary Secretary
 2. Adoption of the Minutes of the 49th AGM held on 21 March 2019
 3. Matters Arising
 4. President's Address
 5. Adoption of the following:
 - 5.1 IPRS Annual Report 2019
 - 5.2 Honorary Treasurer's Financial Report for 2019
 6. Any other business
- 



Institute of Public Relations of Singapore

(Since 1970)

MINUTES OF THE 49th ANNUAL GENERAL MEETING OF THE INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

Time: 7.00pm to 9.00pm

Date: Thursday, 21 March 2019

Venue: Classroom A06, PSB Academy City Campus

Present: (Voting Members: 19)	
Accredited (12)	Robert Conceicao Mike Liew Gerald De Cotta Eric Chan Lily Lim Marcus Loh Illka Gobius Nisar Keshvani K Bhavani Koh Juat Muay Clarence Fu Lena Soh-Ng
Full (Three)	Wong Siew Pheng, Joanna Gerardine Donough-Tan Lars Voedisch
Associate (Two)	Susie Wee Ling Wei Ming
Corporate (Two)	Burson Cohn & Wolfe: Shawn Balakrishnan PSB Academy: Abigail Ng
Non-Voting Members: Nil	
Non Member (One)	IPRS Honorary Legal Advisor's Representative: Su Myat Htun
TOTAL	20

IPRS 49th Annual General Meeting (AGM)

Agenda

7. Declaration of Quorum by Honorary Secretary
8. Adoption of the Minutes of the 48th AGM held on 15 March 2018
9. Matters Arising
10. President's Address
11. Adoption of the following:
 - 5.1 IPRS Annual Report 2018
 - 5.2 Honorary Treasurer's Financial Report for 2018

Election of IPRS Council 2019/2021

12. Introduction of Returning Officer & Announcement by Returning Officer on Nominations for the following positions to IPRS Council 2019/2021:
 - 6.1 President
 - 6.2 Vice President
 - 6.3 Honorary Secretary
 - 6.4 Honorary Treasurer
 - 6.5 Council Members (minimum five, maximum seven)
13. Address by Incoming President
14. Any Other Business
15. Close of 49th AGM by Honorary Secretary

IPRS 49th Annual General Meeting (AGM)

1. Declaration of Quorum

1.1 The Honorary Secretary of the Council 2017/2019, Mr Gerald De Cotta, 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 2019	155
Total Number of Paid-up Voting Members present	19
Total Number of Paid-up Voting Members to constitute a Quorum	39
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, Mr Gerald De Cotta reconvened the AGM at 7.30 p.m. with 19 voting members present.

2. Adoption of Minutes of the 48th AGM that was held on 15 March 2018

There were no objections or queries raised and the Minutes of the 48th AGM were adopted. The motion was proposed by Accredited Member, Mr Marcus Loh, and seconded by Accredited Member, Ms Lily Lim, both of whom were present at the 48th AGM.

3. Matters Arising

Full Member, Ms Gerardine Donough-Tan enquired whether IPRS received Professionals, Managers, Executives and Technicians (PMETs) grants from the government. IPRS Secretariat's Manager, Ms Lennette Koh, said that she and Council Members, Gerald De Cotta and Susie Wee had met up with Workforce Singapore (WSG). WSG suggested that IPRS consider the Professional Conversion Programme (PCP) targeted at PMETs, including mid-career switchers, to undergo skills conversion and move into new occupations or sectors that have good prospects and opportunities for progression. For IPRS to offer the PCP, it must meet certain processes, e.g. conduct a focus group to find out what is lacking in the industry and thereafter to propose/develop a programme to fill in the gap. IPRS will also be responsible in ensuring that PCP participants are successfully accepted by organisations while they

attend the programme and be continued to be hired six months after the programme. Robert added that WDA had previously funded IPRS on PCP and Place-and-Train (PnT) programmes. However, when it was time to renew the agreement with WDA, the latter stipulated that IPRS' curriculum developers, trainers and assessors needed to possess proper certification, viz the Advanced Certificate in Training and Assessment (ACTA) and the Diploma in Adult and Continuing Education (DACE). As the Institute could not find suitable qualified trainers to meet WDA's requirements, it decided to focus only on its core training courses – the Professional Certificate in Public Relations and Mass Communication and Introduction to Public Relations and Mass Communications.

4. President's Report

4.1 The President of the Council 2019/2021, Mr Robert Conceicao, then presented his President's Report and said that since the Council's election in March 2017, the Council had been focusing on enabling IPRS to be Future Ready as follows:

4.1.1 Recognising the emergence of new fields in the PR and Communication landscape such as data analytics, artificial intelligence and new creative and digital technologies. IPRS expanded our recognition for such fields, viz, adding new categories that reflect these new communication areas to our PRISM Awards and organizing panel discussions and visits on such topics.

4.1.2 Reaching out to professional bodies in the communication and media fields with a view of raising our profile and expanding membership base. IPRS held informal discussions and partnered a number of like-minded associations.

4.1.3 Promoting greater engagement with relevant government agencies e.g. WSG with a view of obtaining funding for our courses and training.

4.1.4 Championing standards for our industry, e.g. through periodic revisions to two of our core training courses. However, the revised courses still drew modest responses due to lack of government funding/subsidies.

4.1.5 Nurturing the next generation of PR and Communication professionals. Here, IPRS did well by expanding its Student Chapters to nine with an Estimated combined student membership of about 1,300. The Institute also launched a mentorship programme in November 2018.

4.1.6 Strengthening links with PR and Communication consultancies. IPRS continued to enjoy good support from some of the major international agencies who either took up IPRS Corporate Membership; co-hosted events with us; and supported us at the PRISM Awards.

4.2 The President reported that IPRS' two main sources of income continued to dip, viz, education/training and membership. In terms of membership, the main dip was due to non-renewal of Corporate membership in view of a general tightening of budgets in both the public and corporate sectors. Individual membership categories remained fairly constant. As for Accreditation, the Accreditation Board saw a renewal of Board Members in mid-2018. The President thanked, Ms K Bhavani for continuing as the Board's Advisor; Mr Mike Liew for stepping up to be the new Chair; and Mr Gerald De Cotta who heads the Accreditation Team in the IPRS Council.

4.3 The President shared that while the biennial PRISM Awards was both a useful platform to showcase the Institute and an income-generator, the financial outlay was considerable, viz. about \$30,000 and organising the event required about three to four months of hard work. If cash sponsors were forthcoming, PRISM Awards were a viable financial proposition. He added that PRISM Awards 2019 had to fend off two similar awards in March. Nonetheless, we pulled through a successful event. He thanked the Council and members who supported the PRISM Awards 2019.

4.4 The President highlighted the following challenges ahead. First, IPRS turns 50 in 2020. He called for ideas and volunteers. Second, was the grooming of the next generation of PR professionals. The latter group would include current members of our Student Chapters. He asked if upon their graduation, will these students join or contribute to IPRS? The final challenge would continue to be income generation. Based on IPRS' current financial status, the Institute will only be able to survive on its reserves for another three years unless the income position improves significantly.

4.5 The President concluded his Report with thanks to PSB Academy for being the venue sponsor; IPRS Honorary Legal Advisor, Samuel Yuen; Advisor and Members of IPRS' Accreditation Board; Faculty Members and Student EXCO members of IPRS' Student Chapters; all IPRS' members and 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.

5. Adoption of the following:

5.1. IPRS Annual Report 2018

Before the adoption of the Annual Report, Accredited Member, Ms K Bhavani asked if the Institute levied a fee for the Student Chapters. IPRS Honorary Treasurer, Eric Chan, explained that initially the Institute tried to introduce a modest fee for the Chapters. However, the tertiary institutions responded that they had difficulty justifying such a fee with their management. As such, the Institute did away with the

proposed joining fee so as to encourage the setting up of Chapters as an avenue for future generations of PR practitioners to maintain a link with the Institute. He went on to share that however, some of these student chapters do not provide IPRS with the contact details of the students and moving forward, the incoming Council may want to look at focusing on this area. This will allow IPRS to have direct contact with the students and hopefully be able to convert them into IPRS' members in the future.

Ms K Bhavani asked why the Annual Report was not being shared with members who were not present at the AGM. The President shared that it has been a trend over the past decade for attendance at AGMs to be poor. The Institute noted that when the Annual Reports were sent to members prior to the AGM, many did not bother to show up at the AGM. Past councils thus decided that only members who attended the AGM would be given the full Annual Report. He added that after the AGM, the Annual Reports were available on IPRS' website. Ms K Bhavani added that she would like to see the Annual Reports before the AGM to have a clearer picture of the Institute. She added that IPRS could consider sending an email to members after the AGM to inform them that the Annual Report was on the website. This was noted.

Accredited Member, Ms Lena-Soh Ng suggested IPRS to consider tapping social media more to reach out to a wider audience to address the declining membership which was a main source of IPRS' income. She said that IPRS could also consider inviting others from the creative industry people to become IPRS members. Mr Eric Chan said that Council has deliberated on this. IPRS needs to first put in proper plans to reach out to these group of professionals. Ms Lena added that the Public Relations & Communications Association Southeast Asia (PRCA SEA) had entered Singapore because some senior practitioners who were members of the UK body shared that they did not have contacts/content in Singapore. Accredited Member, Ms Illka Gobius agreed and she shared that when she attended the PRCA SEA Awards, she was surprised by the large number of Caucasians in the Singapore PR scene.

On utilising social media, Illka added that her LinkedIn group included about 2000 PR practitioners with 90% of them based in Singapore. She offered turning this into an IPRS group, which was accepted by the meeting.

Illka added that while the events/panel discussions held last year were interesting it did not have good external speakers. She suggested IPRS not just invite its members to be on the panel discussions but include prominent non-Members. The President thanked members for their feedback and pointed out that IPRS had different speakers, including non-members for its panel discussions.

Illka acknowledged that there were more varied events and that the IPRS' website and social media channels showed much improvement. She asked if IPRS was tapping on the communication practitioners in the government agencies. The President shared that IPRS reaches out to practitioners from all sectors. However, some practitioners from the public sector were unwilling to pay for the membership out of their own pockets.

With no further questions, the adoption of the Annual Report was proposed by Accredited Member, Ms K Bhavani, and seconded by Associate Member, Ms Susie Wee. The Annual Report 2018 was then adopted.

5.2. Honorary Treasurer's Financial Report for 2018

5.2.1 The Honorary Treasurer, Mr Eric Chan, presented the Financial Report 2018.

5.2.2 In 2018, IPRS contracted a new Auditor, Aric Partners LLP. This is in accordance with a resolution adopted at the 41st AGM in 2011, that stated as a matter of good practice, IPRS should not appoint the same external auditor for more than three consecutive years.

5.2.3 The Honorary Treasurer shared that the main income sources of IPRS had been shared by the President earlier. Membership income dipped due to a drop in corporate membership. Training income was fairly consistent in the last two years. As PRISM Awards were biennial, there was no PRISM income in 2018.

5.2.4 The Honorary Treasurer recommended that going forward to improve income, the following be considered: that the PRISM Awards be held annually; Secretariat to improve its marketing efforts for training and membership; and IPRS explore new areas of training.

5.2.5 Ms Lena Soh-Ng suggested IPRS approaching head-hunting agencies to sponsor our events. The Honorary Treasurer agreed that IPRS could do better in terms of seeking sponsorship for PRISM Awards and other activities such as major conferences but having sufficient time and manpower resources were needed.

5.2.6 Full Member, Mr Lars Voedisch, pointed out that based on the figures provided, the PRISM Awards' profit will not solve IPRS' financial issues completely. The Honorary Treasurer replied that it is an ongoing issue and

income generation should come from all the traditional major sources. Ms Illka Gobius added that IPRS should consider conducting a conference or forum on the same day of PRISM Awards to bring in additional income. IPRS is in a prime position to do so given our status and we have contacts with PR Associations in the region.

5.2.7 Mr Lars Voedisch enquired if IPRS' training programmes were profitable. Ms Lennette Koh replied that they were but this source of income had dropped when WDA funding was no longer available. Ms Illka Gobius shared that she did not send her associates to IPRS courses as she was unsure what they would get out of it. Ms Lennette Koh said that the participants who attended IPRS' courses came from various backgrounds - those who were new to the industry, career switchers and even seniors who wanted to learn more from our seasoned trainers. Mr Lars Voedisch shared that he understood that some participants were from the construction industries and they may not be highly motivated. He asked if these participants took away places on the courses from others. Ms Lennette Koh shared that in 2019, IPRS planned to roll out basic PR courses tailored to the needs of for PR practitioners in different industries.

Mr Lars Voedisch observed that based on the financial report, income in 2018 was about \$100,000 and IPRS had two full-time staff and asked if this was justifiable given that other associations seemed to be operating on less. Mr Eric Chan replied that the Council did examine this and was convinced on the need for two staff. Ms K Bhavani added that in terms of staff headcount, the current Secretariat was lean and cautioned that if IPRS were to reduce further, the Institute might suffer. Mr Eric Chan added that in 2018, Ms Lennette Koh was pregnant and that this impacted the Secretariat. Vice-President, Mr Mike Liew, added that the current team is already very lean and that we should look at other areas to improve revenue instead of reductions to Secretariat costs.

5.2.8 The adoption of the Financial Report 2018 was proposed by Accredited Member, Ms Illka Gobius, and seconded by Accredited Member, Mr Nisar Keshvani. The Financial Report 2018 was then adopted.

6. Election of IPRS Council 2019/2021

6.1 The Honorary Secretary of the Council 2017/2019 then announced the dissolution of the Council 2017/2019.

6.2 The floor was then handed over to Accredited Member, Ms K Bhavani, the Returning Officer (RO), to conduct the election of office-bearers for IPRS Council Term 2019/2021.

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, 1 March 2019.

6.4 The RO announced that at the close of the deadline for nominations, nine 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 Loh Bangwei, Gregory Marcus
Proposer: Accredited Member, Mr Robert Conceicao
Secunder: Corporate Member, Ms Abigail Ng

Nomination for the position of Vice-President: Mr Nisar Keshvani
Proposer: Accredited Member, Mr Loh Bangwei, Gregory Marcus
Secunder: Accredited Member, Mr Robert Conceicao

Nomination for the position of Honorary Secretary: Ms Wee Susie
Proposer: Accredited Member, Mr Robert Conceicao
Secunder: Accredited Member, Mr Loh Bangwei, Gregory Marcus

Nomination for the position of Honorary Treasurer: Mr Justin Fong Cheng Wah
Proposer: Accredited Member, Mr Robert Conceicao
Secunder: Associate Member, Ms Wee Susie

Nominations for the positions of Five (5) Council Members:
Mr Fu Yu Cheng Clarence
Proposer: Accredited Member, Mr Terence Foo
Secunder: Accredited Member, Ms Lim Yuan See

Ms Illka Anneli Gobius
Proposer: Full Member, Ms Selena Sheikh
Seconded: Accredited Member, Mr Mike Liew

Ms Ko King Har Lily
Proposer: Accredited Member, Mr Robert Conceicao
Seconded: Associate Member, Ms Wee Susie

Mr Ling Wei Ming
Proposer: Accredited Member, Mr Robert Conceicao
Seconded: Associate Member, Ms Wee Susie

Mr P Ramesh
Proposer: Accredited Member, Mr Loh Bangwei, Gregory Marcus
Seconded: Associate Member, Ms Wee Susie

6.5 With no objections from the Members, the IPRS Council 2019/2021 was declared elected by the RO.

6.6 Ms K Bhavani expressed that she was delighted that Mr Loh Bangwei Gregory Marcus has stepped up to be the IPRS President as he is probably the youngest President to be elected to head the IPRS Council, to date.

6.7 The Incoming President, Mr Loh Bangwei, Gregory Marcus, then introduced the Members of Council 2019/2021.

7. Address by Incoming President

7.1 The Incoming President, Mr Loh Bangwei, Gregory Marcus thanked all members for their feedback which he summarised as follows: connection, capabilities and communications.

- Connection – Ms Lena Soh-Ng shared about giving values to senior members. This can be done via networking with fellow leaders in the industry. Ms K Bhavani shared about converting students in the Student Chapters to full-fledged members and this would fill a talent pipeline and the need for internship.
- Capabilities – Skills and training for PMETs. Building content for IPRS. IPRS has the talent and thought leaders and could organize events that people would pay for.

- Communications - IPRS can look at creating more compelling content and plans for IPRS' outreach efforts. As the Institute was moving to its 50th Anniversary in 2020, the Council will look to all its members to be a part of this collective move towards our Anniversary.

8. Any Other Business:

8.1 The Honorary Secretary then shared that the Council 2017/2019 had conducted a secret ballot and obtained full approval to confer the outgoing IPRS President, Mr Robert Conceicao, IPRS Fellow Membership. Mr Robert Conceicao expressed his gratitude to the Council and all members.

9. Close of 49th AGM by Outgoing Honorary Secretary

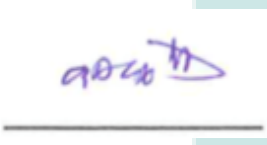
With no further matters to discuss, the outgoing Honorary Secretary, Mr Gerald De Cotta, thanked all Members for their presence at the 49th AGM and called the AGM to a close at about 9.00 p.m.

Recorded by:



Ms Lennette Koh
Manager

Vetted by:



Mr Gerald De Cotta
Outgoing Hon. Secretary

Approved by:



Mr Conceicao Robert
Aloysius
Outgoing President

Approved by:

Ms Susie Wee
Incoming Hon. Secretary

Approved by:

Mr Loh Bangwei
Gregory Marcus
Incoming President



Annual Report 2019

Institute of Public Relations of Singapore
25 March 2020



ABOUT IPRS

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 2019/2021



President	Mr Loh Bangwei Gregory Marcus Adjunct Advisor, Singapore Management University- UOB Asian Enterprise Institute Fellow, Company of Good, National Volunteers & Philanthropy Centre
Vice-President	Mr Nisar Keshvani Associate Director, Strategic Outreach and Communications National University of Singapore
Honorary Secretary	Ms Susie Wee Executive, Programmes & Volunteer Management The Salvation Army Gracehaven
Honorary Treasurer	Mr Justin Fong Cheng Wah Director, Corporate Communications A*STAR
Council Member	Ms Lily Lim Senior Lecturer Temasek Polytechnic
Council Member	Mr Ling Wei Ming Head of Content Development Voodoo Communications Pte Ltd

COUNCIL 2019/2021

Council Member

Mr P Ramesh

Head of International Marketing
PSB Academy

Council Member

Mr Clarence Fu (until July 2019)

Director
Newgate Communications

Council Member

Ms Ilka Gobius (until November 2019)

Managing Director
Pinpoint PR Pte Ltd

Immediate Past
President

Robert Conceicao

Director
Majic Communications Pte Ltd

Honorary Legal
Advisor

Mr Samuel Yuen

Founding Director
Yuen Law LLC

PRESIDENT'S REPORT

We are at the half-way mark of the term of our Council 2019/2021 which was elected in March 2019.

We set three goals for our Council's term: to earn legitimacy for IPRS as the apex body for PR/Communication professionals; to grow our membership base so as to be in a better position to represent our profession; and to raise professional standards for our industry. We geared our efforts accordingly towards achieving these goals. As the Institute marks its 50th Anniversary in 2020, we were privileged to factor this auspicious milestone in our plans.

Throughout the year, my fellow Council Members, with the support of our Secretariat, delivered on the events and activities in the IPRS calendar while introducing on the new initiatives, some of which centred on the roll-out of our Golden Jubilee. In all, we organized or participated in about 40 events/activities that attracted about 800 Members and guests. On the membership front, we continued to attract new Members in all five key categories (Accredited, Corporate, Full, Associate and Affiliate) while seeing some non-renewals of memberships.

We launched two runs each of our flagship courses – the Introduction to PR and the Professional Certificate; held the annual Accreditation Board meeting and get-together and managed a Roundtable Dinner talk. We continued to engage Student Chapters from nine tertiary institutions and organized two get-togethers for all Chapter members. We continued our long-standing partnership with the Singapore Press Club and held the traditional Joint National Day Party and supported their annual Press Ball. We held talks and panel discussions on topics of interest to our profession – digital media communication and influencers.

We launched the Thirsty Thursdays series of evening sessions as a chill-out platform for Members and non-Members to network. More importantly, more Members have stepped up to support the Institute, and one another – as speakers, mentors for our Student Chapters, sponsors for our events, and as trainers for our courses and workshops. Despite the approaching dark economic clouds, we ended 2019 well with a fun-filled well-attended party for our Members and guests.

In our efforts to raise the Institute's profile, we focused on enhancing our presence online (Facebook, LinkedIn and our website) and in the media through regular pitches, commentaries and news releases. We invited our Members to share thought leadership through a new Facebook initiative – PR Bytes. We engaged our Members in an online survey on trends in 2020. Council Members also shared the IPRS raison d'être at talks in universities, polytechnics, and other public platforms.

In terms of raising professional standards, we re-looked our existing suite of workshops and laid the framework for the launch of the Elevate series of workshops, helmed by Members who were seasoned practitioners, in January 2020. We began discussions with the Global Alliance for Public Relations and Communication Management (GA), of which IPRS is a Member, on a capabilities framework for practitioners which could thereafter be aligned with Singapore's skills development movement.

As we approached IPRS' 50th birthday, we planned an exciting, meaningful and memorable line-up of events/activities for 2020 for our Members and other stakeholders. The launch of our Jubilee year was slated for the inaugural PRISM Conference in early March, followed by an event for students, and culminating in our biennial PRISM Awards and gala night as we end our term in March 2021.

Unfortunately, the Covid-19 outbreak was unprecedented and put paid to our anniversary plans. Its continued spread worldwide has brought uncertainty to all our events/activities as we placed the safety and health of our Members above all.

As we chart the remaining 12 months of our term my Council has had to re-look and re-chart our goals to take cognizance of the challenges that are upon us. While we are saddened by the current developments, and we are sure that you, our dear Members are also affected, we will not descend into despondency.

In this impossible situation, organisations that continue to put people and their publics ahead of themselves will earn the faith of their stakeholders and their sense of relevance in the world. Public relations remains a pivotal function to those ends.

At IPRS, we will redouble our efforts to continue helping more leaders understand the role of PR amid these difficult times, and find innovative ways of overcoming the challenges that we face as a sector and an apex body. For example, we are making plans to move more of our training online and will seek ways of working with the government and other trade associations for the benefit of our members. We will also explore bringing our talks and panel discussions online which might then reach out to an even wider audience.

We will not allow Covid-19 to derail our Jubilee. No one knows how and when this pandemic will end. But as your elected Council, we will do our best to bring the IPRS story to more of our Members and friends from the public in this special year - and we are calling on the support from each of you, our Members. If we are to raise the standing of IPRS in this special year, we will have to do so together.

Work has already commenced on a seven-part PRISM video series, with its launch being targeted for June 2020. In Q3/2020, we are planning to launch calls for entries and participation of our signature event – the PRISM Awards which will lead to the anniversary finale – the PRISM Gala Night in March 2021.

In closing, I would like to thank my fellow Council Members for their dedication; our Honorary Legal Adviser – Yuen Law LLC; our Auditor – Aric Partners LLP; the IPRS Accreditation Board; the Advisors and EXCO Members of our Student Chapters; and our modest Secretariat team which has ably supported us in the face of various challenges. Most of all, I would like to thank every one of our Members for all your kind support, sound advice and encouragement. I do hope that you will continue to rally behind me and my team as we journey. Let's make IPRS a true "PRISM" as we gear Public Relations towards the service of mankind.

Marcus Loh, AMIPRS
President
IPRS Council 2019/2021

SECRETARIAT'S REPORT

The Secretariat went through a very eventful year in 2019. It supported two Councils – the outgoing IPRS Council 2017/2019 and the incoming IPRS Council 2019/2021. It managed the successful organization of a key event in the IPRS calendar – the highly successful PRISM Awards 2019 which brought in about \$70,000.

The Secretariat supported the Council in laying the foundations for the Institute's Golden Jubilee (1970 -2020) by working on the roll-out of the anniversary events, including doubling up as the event organizer, for the inaugural international PRISM Conference, the PRISM Heritage video series, the PRISM Career Fair, and the PRISM Awards 2021.

The Secretariat coordinated the following regular activities in the IPRS calendar: the 49th Annual General Meeting (AGM) and the elections of the IPRS Council 2019/2021 (March 2019); the annual membership renewal exercise; five networking sessions in the Thirsty Thursdays series; accreditation activities, viz. annual Accreditation Board Meeting, annual Accredited Members get-together, a Roundtable Dinner Talk and two accreditation readiness exercises; Student Chapter activities including two get-togethers of the nine chapters and an MOU renewal; two Introduction to PR and two Professional Certificate courses, and one in-house customized workshop that brought in \$17,000; and the year-end bash that saw a record turnout.

In all, the Secretariat supported about 40 events/activities in 2019 that drew around 800 Members and non-Members. Please refer to the list of IPRS Activities at the end of the Annual Report.

Two new initiatives that the Secretariat supported were the launch of the *Elevate!* series of training workshops (February 2020) and the weekly *PR Bytes* on Facebook in November 2019.

To provide better service to our Members and for greater efficiency, the Secretariat's IT systems were enhanced. In September 2019, an online payment system was introduced.

On behalf of the Council, thanks go to the Secretariat Team, both current and former staff, for their dedication and contributions:

- Former Staff
 - Senior Executive, Mr Donovan Khong
 - Secretariat Manager, Ms Lennette Koh
 - Executive (Probation), Ms Rebecca Lim
 - Executive (Probation), Mr Danial Haris
 - Executive (Temp), Ms Karisma Zulkifli

- Current Team
 - Executive, Mr Ernst Lim
 - Finance, Ms Pauline Tay
 - Interim Manager, Mr Robert Conceicao.

Susie Wee
Honorary Secretary
IPRS Council 2019/2021

HONORARY TREASURER'S REPORT

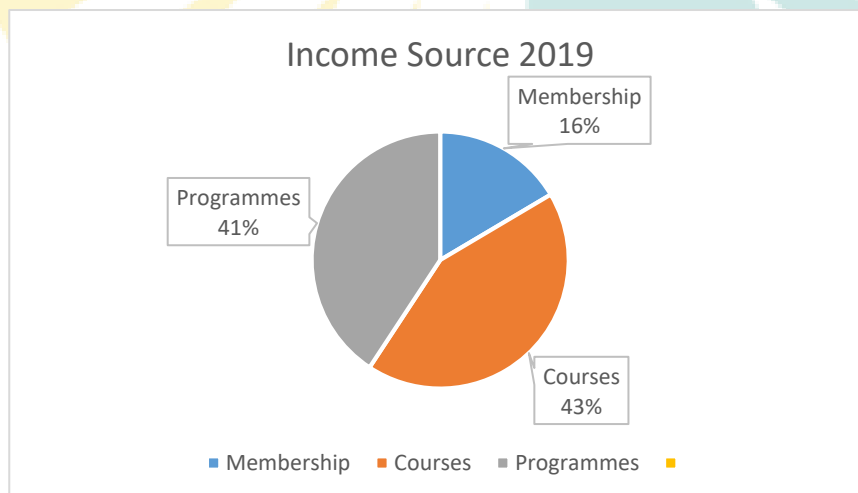
1. An independent auditor was hired to audit IPR' accounts and they issued an unqualified report of our Financial Statement for the year 2019. Summary of the Financial Report 2019 is shown below.

STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2019

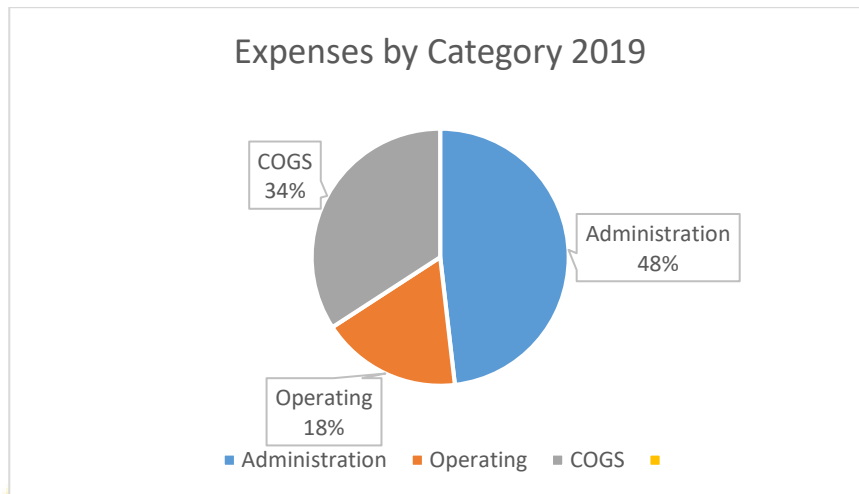
	NOTE	2019 \$	2018 \$
ASSETS			
Non-current Assets			
Plant and equipment	4	125	1,775
Current Assets			
Fee receivables		15,795	7,980
Other receivables	5	10,242	7,820
Right-of-use asset	6	10,750	-
Cash and cash equivalents	7	272,856	330,888
		<u>309,643</u>	<u>346,688</u>
Total Assets		<u>309,768</u>	<u>348,463</u>
ACCUMULATED FUNDS AND LIABILITIES			
Accumulated funds		281,113	332,818
Current Liabilities			
Other payables	8	17,639	15,645
Lease liability	6	11,016	-
		<u>28,655</u>	<u>15,645</u>
Total Accumulated Funds and Liabilities		<u>309,768</u>	<u>348,463</u>

2. **Total Accumulated Funds and Liabilities** at the end of FY2019 stands at **\$309,643**. This represents a 10.6% (\$38,695) decline from 2018's \$346,688. This decline was despite an increase in gross income of \$83,783, resulting in a gross surplus of \$44,060 and a corresponding decline in administrative and operating expenses of \$17,979.

a. **Sources of Income.** IPRS' income sources continue to be undiversified, with Membership and entrance fees (\$30,607) accounting for 16.5%; Courses (\$79,400) accounting for 42.8% and Programmes (\$75,615) accounting for 40.7% of total income in 2019.



b. **Sources of Expenses.** Expenses continue to remain constant under the three categories of Administration, Cost of Goods Sold and Operating Expenses. Administration (\$117,070) including salaries account for 48.0%; Cost of Goods Sold (\$101,960) accounts for 41.8%; and Operating (\$42,928) accounts for 16.6% of total income in 2019.



3. **Challenges and Plans.** Overall, at the end of 2019, IPRS remains healthy with sufficient funds to continue operating for at least the few years. While we can continue to scrutinize our expenses and tighten it, there is a base below which the Secretariat will not be able to operate effectively. Thus, while the Council will continue to manage administration and operating expenses, unless we can strengthen and widen our income streams, IPRS will continue to operate at a deficit.

4. The following are several steps the current Council has implemented, or plans to implement:

a. Reduce Trainers' honorarium for courses. Members who do training for IPRS, should view it as a form of service to the profession and be paid fairly, but below market rate.

b. Collaborate with an Approval Training Organization (ATO). With the implementation of Skill Future, IPRS as a non-ATO, is at a significant disadvantage in terms of attractiveness to prospective participants. Our collaboration with an ATO will enable us to access government funding.

c. Online Courses. Due to the growing popularity of online learning via platforms like Udemy and Coursera, the Council will be working with Accredited Members to develop courses and offer them online. As these courses are not bound by geography, the potential market is international.

d. Joint Bids for GeBiz. In return for a fee of 20% of the value of the contract, Accredited members who do not have a training track record, did not apply for a GeBiz account, or simply wish to be part of an organization to strengthen their bid, can submit bids under the IPRS name. Trainers will be fully responsible for preparing the bid. If the bid is successful, IPRS' secretariat will assist to help coordinate the training.

Justin Fong, AMIPRS
Honorary Treasurer
IPRS Council 2019/2021

ACCREDITATION REPORT

Accreditation continues to be a cornerstone of the Institute. Accreditation by the only accrediting body for PR/Communication professionals in Singapore, is a distinctive recognition for those who have demonstrated strategic thinking, broad knowledge and experience, have exhibited a high standard of professionalism and commitment to the profession.

As of 31 December 2019, the IPRS Roll of Accredited Members comprise 43 senior PR/Communication professionals. This constitutes about 23% of IPRS membership base and reflects the importance and significance of accreditation.

To make accreditation more accessible to senior practitioners, we conducted two Accreditation Readiness Sessions in the year – in June and October, that saw four candidates successfully meet the stringent criteria set for membership in this prestigious fraternity, viz.

- Ms R Selvi, Communications Manager, IBM Singapore.
- Ms Melinda Earsdon, Global Head of Public Relations, OANDA.
- Mr Fong Cheng Wah Justin, Director, Corporate Communications, A*STAR - Agency for Science, Technology and Research.
- Mr Samuel Ang, Chief Operating Officer, StreamCast Asia Pte Ltd.

As senior and experienced members of the PR/Communication profession, Accredited Members contribute significantly to the Institute and the profession. Firstly, IPRS turns primarily to Accredited Members as trainers for its courses and workshops and as speakers for its talks. The Institute is grateful to nine Accredited Members who had stepped up in this role in 2019. Secondly, Accredited Members are approached to nurture the next generation of PR/Communication professionals through mentorship, guest speakers or advisors to the IPRS Student Chapters. Finally, Accredited Members are called upon by the IPRS Council to support key initiatives and activities such the biennial PRISM Award, the forthcoming IPRS 50th Anniversary Celebrations (1970 – 2020) and to assist in organizing or sponsoring events.

During the year under review, several Accredited Members-exclusive events were organized. We held our annual Accreditation Board meeting on 1 August 2019, which saw participation from eight Board Members, comprising of leaders from their respective fields, including the Board's Advisory, K Bhavani, and the Board's Chair, Mike Liew. The Board Meeting discussed how to improve our efforts to engage and attract high calibre professionals to accreditation and ways to finesse our accreditation process. On 1 August, we held the annual Accredited Members get-together alongside a Thirsty Thursday networking evening. On 20 November, we organized an Accredited Members-only Roundtable Dinner Talk at the NUS Guild House (Suntec City) featuring guest speaker, Dr John Hayes (Senior Counsellor, APCO Worldwide/ Visiting Fellow, Henley Business School) who spoke on "*Corporate and Public Diplomacy*".

Special thanks go to the following Accredited Members for their contributions in 2019:

Support for IPRS Events/Activities:

- James Brasher (RICE Communications)
 - Sponsorship for IPRS events
- Clarence Fu (Partner, Eko Advisors Pte Ltd)
 - Organizing an IPRS panel discussion
- K Bhavani (Advisor, Accreditation Board)
 - Organizing an Accredited Members-only Roundtable Dinner Talk
- Kathy O'Brien (Member, Accreditation Board)
 - Member, IPRS Training Evaluation Sub-Committee
- Gerald De Cotta (Member, Accreditation Board)
 - Co-opted Member, IPRS Council's Accreditation Team
- Gerry De Silva (Member, Accreditation Board)
 - Support for IPRS 50th Anniversary Celebrations
- Lily Lim (Senior Lecturer, Communication and Media Management, Temasek Polytechnic)
 - Student Advisor, Temasek Polytechnic-IPRS Student Chapter

Trainers/Speakers for IPRS Courses, Workshops and Talks

- Adrian Heng
- Clarence Fu
- Gerald De Cotta
- Justin Fong
- Marcus Loh
- Robert Conceicao
- Samuell Ang
- Tham Kok Wing

IPRS Council Accreditation Team:

Mr Nisar Keshvani (Lead)
Mr Marcus Gregory Loh
Mr Gerald De Cotta (Co-Opted Member)

MEMBERSHIP REPORT

In terms of the five paying Membership categories (Accredited, Corporate, Full, Associate and Affiliate), there was a slight growth in numbers between 2018 and 2019, from 158 to 170. The main changes were in the Full and Affiliate Membership categories that saw increases of ten and nine new members, respectively. The numbers remained fairly constant or with slight fluctuations for the other categories. We continued to offer complimentary Affiliate membership to participants of our flagship course – the Professional Certificate in PR and Communications. Twelve new Affiliate Members came from the two intakes of this course in 2019. Overall, our membership, including that of Student Advisors and Student Members from our nine Student Chapters and honorary Members, stands at around 1,100.

Our new Members were from diverse backgrounds – PR consultancies, corporates, not-for-profits, tertiary institutions, and even the media. Their job titles included directors, managers and executives.

We have stepped up our engagement with our Members in various ways. We have enhanced our social media presence (Facebook and LinkedIn); provided more regular updates on IPRS happenings; and offered more platforms for Members to showcase their professionalism, e.g. at networking sessions, talks, panel discussions and through posts on our online platforms.

Our membership benefits include:

- Members-only events including visits, e.g. to GoPro (April);
- Special rates (between 20% to 30%) for courses, training workshops, talks and job placements on our marketing channels;
- Complimentary passes to IPRS events;
- Speaking opportunities at IPRS events;
- Opportunities to join the IPRS pool of professional Trainers;

We have introduced efficiencies in the membership application and renewal processes by going digital. We have replaced hard-copy physical membership cards with e-cards. We have streamlined membership renewals by having one fixed annual renewal date. We have introduced online payments.

On behalf of the IPRS Council 2019/2021, a warm welcome to our new Members:

Accredited Members (4 new Members)

- Ms R Selvi, Communications Manager, IBM Singapore
- Ms Melinda Earsdon, Global Head of Public Relations, OANDA
- Mr Fong Cheng Wah Justin, Director, Corporate Communications, A*STAR - Agency for Science, Technology and Research
- Mr Samuell Ang, Chief Operating Officer, StreamCast Asia Pte Ltd

Corporate Member

- Changi General Hospital

Full Members (15 new Members)

- Ms Jessica Oh Ya Ling, Corporate Communications Manager, Toshiba Asia Pacific Pte. Ltd.
- Mr Johnson Seah, Director, Strategic Communications and Branding, 3E Accounting Pte Ltd
- Mr Kelvin Koh Song Li, Regional Director, Isentia Brandtology Pte Ltd
- Ms Jeannie Lee Chin Ying, Deputy Director, Corporate Affairs, SP Group
- Ms Lin Suling, Executive Editor, Mediacorp
- Mr Gregory Ho, Vice President (Corporate Communications & Marketing - Asia Pacific), Turner Asia Pacific
- Mr James Stuart More, Communications Director, Turner Asia Pacific
- Ms Tiffany Chan, Assistant Marketing Communications Manager, Marina Mandarin Singapore
- Ms Jasmine Tan Jia Jing, Adjunct Lecturer, Singapore Polytechnic
- Mr Daniel Lin Jin Wei, Marketing Communications Manager, Kulicke & Soffa Pte Ltd
- Mr Noor Zee, Editor, RenoTalk Pte Ltd
- Ms Lydia Sum Choon Li, Assistant Head, Corporate Communications, Agency for Science and Engineering Institutes
- Ms Susanna Tan Siew Kiang, Senior Manager, Corporate Communications, Singapore Human Resources Institute
- Mr Siddharth Singh, Asia Pacific Public Relations Principal & Global Corporate Communications Manager, Carlson Wagonlit Travel
- Ms Kaylene Chong Pei Wen, Community Engagement and Marketing Manager, Temasek International

Associate Members (5 new Members)

- Ms Simha Jastol Kaur, Marcomms Strategist Manager, National University of Singapore
- Mr Mohamad Sa'id Mohamad Saddaqui, Senior Executive, Partnership & Engagement Singapore Centre for Social Enterprise, raiSE Ltd
- Ms Kueh Xiu Qing, Senior Officer, Corporate Communications, Agency for Science and Engineering Institutes
- Mr Tay Jun Wei Shaun, Communications Executive, Institute of Singapore Chartered Accountants
- Ms Joyce Lim Hui Lian, Assistant Corporate Communications Manager, Hitachi Asia Ltd

Affiliate Members (14 new Members)

- Mr Sean Soh Jun Yong, Intern, Burson Chon & Wolfe
- Mr Nicholas Nghai, Researcher, Citywire
- Ms Jessica Wijaya, PR & Marketing Executive, Bay Development Services Pte Ltd
- Ms Binte Mohamad Dan Nor, Assistant Executive, MARCOM and Program/ Customer Service Officer, Masjid Muhajirin; Masjid Darul Aman
- Mr Aeson Wong Lap Chi, Deputy Manager (Group Corporate Affairs), PSA International Pte Ltd
- Ms Sa'im Fazirah, Senior Consultant, Helix PR
- Ms Cai Huimin, Senior Marcom Executive, City Developments Limited
- Mr Kainoa Blaisdell, Financial Reporter/Researcher, Acuris
- Ms Anuja Hazarika
- Ms Jacklyn Ong Sui Yin
- Ms Lee Shi Ling
- Ms Yoh Suan Ai Annette, Deputy Manager, Mitsubishi Heavy Industries Asia Pacific Pte Ltd
- Ms Madushree Biswas
- Ms Cheng Sai Ping Pauline, Senior Corporate Service Officer, Chugai Pharmabody Research Pte Ltd.

Membership Figures as of 31 Dec 2019:

Membership Type	December 2017	December 2018	December 2019
Accredited	48	47	43
Full	46	45	55
Associate	15	16	15
Affiliate	32	20	29
Corporate+	40	30	28
Fellow*	12	12	13
Honorary*	2	2	2
Student Chapters*	470	1142	934
Total	665	1314	1119

+ Each Corporate Membership entitles to five (5) persons enjoying membership benefits.

* Non-paying Membership categories.

As the landscape for memberships with professional bodies becomes increasingly competitive, the Council urges all Members to recommend your colleagues, friends and contacts and to share your ideas as to how we can grow IPRS as it enters a new era.

Membership Team:

Mr Nisar Keshvani

Mr Ling Wei Ming

Ms Susie Wee

Ms Lily Lim

TRAINING TEAM'S REPORT

Training continues to be the main income source for IPRS. Besides continuing with our core programmes – the Professional Certificate and Introduction to Public Relations courses, the Council's Training Committee embarked on a new initiative that offered a new and in-demand series of workshops, the *Elevate!* Series, which was launched in January 2020.

Guided by the principles of being: (a) open and transparent; (b) revenue positive; and (c) creating value for our Members, an open call for courseware submissions was made to our Full and Accredited Members. A briefing was held in June 2019 for potential trainers. A team of industry professionals from among our Accredited and Corporate Members were invited to join a Training Evaluation Sub-Committee which met in October 2019 to evaluate the 17 courseware submissions from eight potential trainers that were received. In all, six proposed workshops by six trainers were recommended by the panel. We rolled out the new workshops in January 2020.

Our special thanks go to the Training Evaluation Sub-Committee comprising: Ms Kathy O'Brien (Managing Director - Red Shoe Communications), Mr William Ng (Deputy Director, Marketing Communications, Group Corporate Communications, National Healthcare Group), Ms Ong Chong Pheng (Deputy Director, Media, Group Corporate Communications, National Healthcare Group), and Mr Jeffrey Sim (Head of Corporate Communications, PSA Corporation).

In 2019, IPRS also received a request to conduct a customized in-house training on communication from Far East Organization. Our proposal was successful, and we conducted two runs on 30 July and 21 August 2019.

The Committee has been exploring training opportunities with various external parties, including an Approved Training Provider and Temasek Polytechnic. If successful, these options would make IPRS courses eligible for Skills Future funding. The discussion with TP includes a proposed specialist diploma. This is a summary of the courses and workshops conducted in 2019:

S/N	Course/Workshop	Dates	Trainers	
1.	Professional Certificate in PR and Comms 01-2019 (6 attendees)	25 Mar to 26 Jun	Robert Conceicao Clarence Fu	Gerald De Cotta Marcus Loh
2.	Professional Certificate in PR and Comms 02-2019. (6 attendees)	19 Aug to 13 Nov	Robert Conceicao Clarence Fu Gerald De Cotta	Marcus Loh Samuell Ang Adrian Heng
3.	Introduction to PR and Communication – 01/2019. (7 attendees)	29 to 31 May	Robert Conceicao Marcus Loh	Tham Kok Wing Adrian Heng
4.	Introduction to PR and Communication – 02/2019. (8 attendees)	28 to 30 Aug	Robert Conceicao	Marcus Loh
5.	In-House (Far East Organization) (25 attendees)	2 Runs: 30 Jul/ 21 Aug	Robert Conceicao Adrian Heng	Justin Fong

IPRS Council Training Committee:

Mr Justin Fong (Lead)
 Ms Lily Lim
 Mr Nisar Keshvani
 Mr Ling Wei Ming
 Mr P. Ramesh

STUDENT CHAPTER TEAM'S REPORT

The Institute's goal of nurturing the next generation of PR/Communication professionals through the formation of Student Chapters in institutions of higher learning (IHLs) and private education providers that offer Communication courses continued in 2019. The Chapters enhance the students' career development efforts.

In 2019, the nine Student Chapters that currently exist continued with their respective programmes, some of which were open to students from other Chapters. To encourage inter-Chapter interaction (outside IPRS-events) as well as regularly engage friends from other Chapters, IPRS initiated digital connection between Chapter Advisors as well as Student Chapter Executive Committee Members. The result was a greater sharing and bonding amongst our Chapters. Notably, the Temasek Polytechnic Student Chapter-organised visit to TheSmartLocal Visit (November) and PSB Academy Student Chapter's Brunch By The Gardens (October) was well attended by students from other Chapters.

IPRS supported the Chapters in 2019 by organising two well-attended get-togethers (in January and November) for students and their Chapter advisors to get to know one another and to mingle with senior PR practitioners, including IPRS Council Members and Accredited Members. Several IPRS activities were also open to Student Members and Chapter Members actively participated in IPRS events including the PRISM Awards 2019 (February), Joint NDP Party with the Singapore Press Club (August), in the Thirsty Thursdays networking evenings and in the IPRS Year-End Party (December). These events provided opportunities to engage and connect with senior PR professionals and to enhance networks.

Efforts were made to reach out to three IHLs on the setting up of Student Chapters, viz the Singapore Management University (SMU), the Singapore University of Social Sciences (SUSS) and Nanyang Technological University (NTU). The Team also engaged existing Chapters on the renewals of their respective Memorandum of Understanding (MOUs). In January 2019, Republic Polytechnic renewed its MOU, followed by Temasek Polytechnic (TP) and Singapore Polytechnic in February 2020 and in March 2020, respectively. This was TP's fourth MOU renewal since 2012 and SP's second since 2017.

Currently, the nine IPRS Student Chapters are from these institutions:

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

The IPRS Council wishes to take this opportunity to thank the management and academia partners from the universities and polytechnics that have established IPRS Student Chapters for their strong support and for enthusiastically nurturing their respective Chapters. Our thanks also go to the respective Student EXCOs and Student Chapter Members for their enthusiastic participation and for volunteering at IPRS events.

IPRS Student Chapter Team:

Mr Nisar Keshvani

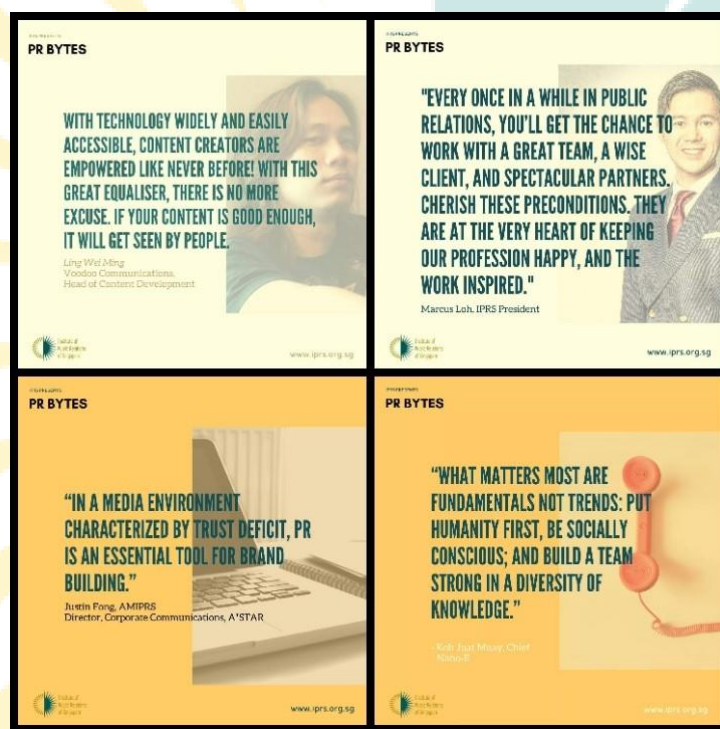
Ms Lily Lim

VOICE REPORT

The focus for 2019 was to deepen and maintain IPRS' presence in the minds of our key stakeholders. Specifically, we wanted to better connect with stakeholders with the objective of positioning IPRS as the leading PR organization in Singapore through our thought leadership. Through this strategy, the tangible outcomes we seek are delivering value to our Members and bringing in revenue for the organization.

Using a mix of channels, IPRS accomplished the following in 2019:

a. **Social Media.** IPRS' three main online platforms are our Facebook, LinkedIn and website. Due to staffing challenges, we chose to focus primarily on Facebook with content being cross shared on to LinkedIn. As thought-leadership is an important positioning for IPRS, we reached out to our Accredited Members to provide us with notable quotes (*PRBytes* – launched on 7 Nov 2019) to be shared on our platform. To date, 12 quotes were received. We also invited Members to share their predictions for the outlook of the industry in 2020 in online survey and published the results in February 2020. Our Facebook has grown from 110 to 326 in 2019, while our LinkedIn page grew from 180 to 473.



b. **Outreach.** Face-to-face engagement continues to be a key channel for IPRS. In 2019, we collaborated in about 25 events, and achieving an estimated reach of 800. These figures do not include activities that were organized by our nine (9) Student Chapters. Student Chapter activities, which is also part of our outreach strategy, to build brand awareness for aspiring PR professionals.

Summarized below is the list of our engagements.

S/N	Date	Event
1.	Jan 22	Republic Polytechnic- IPRS Student Chapter Dialogue Session - "Influencer Marketing"
2.	Jan 29	IPRS Student Chapter Get-Together 2019 (60 participants)
3.	Feb 21	PRISM Awards 2019 Judges Get- Together (25 participants)
4.	Mar 07	PRISM Awards 2019 Gala Night (about 260 participants)
5.	Mar 21	IPRS 49th Annual General Meeting (AGM) 2019 and Election of IPRS Council 2019/2021 (20 participants)
6.	May-23	IPRS Talk – "The Future of Social Media Marketing" (40 participants)
7.	Apr 22	NUS Centre for New Media's Ministerial Dialogue with Minister Ong Ye Kung – "Communication in the Digital Era: Innovation, Adaptation & Transformation"
8.	Apr 25	IPRS Visits GoPro (11 participants)
9.	Jun 06	IPRS Thirsty Thursday June 2019 (20 participants)
10.	Jul 04	IPRS Thirsty Thursday July 2019 (30 participants)
11.	Jul 12	Temasek Polytechnic – IPRS Student Chapter "Get PR- Ready"
12.	Aug 01	IPRS Thirsty Thursday August 2019 (40 participants)
13.	Aug 01	Accreditation Board Member's Get-together (10 participants)
14.	Aug 06	Joint IPRS - SPC National Day Party 2019 (30 participants)
15.	Sep 03	Panel Discussion – "The Influence of Financial Bloggers (40 participants)
16.	Sep 05	IPRS Thirsty Thursday September 2019 (35 participants)
17.	Oct 03	IPRS Thirsty Thursday October 2019 (35 participants)
18.	Oct 05	Singapore Press Club (SPC) Ball
19.	Oct 25	SUSS Speaking Opportunity – "The Future of Social Media Marketing"
20.	Nov 05	IPRS Annual Student Chapter Get- Together 2019 (50 participants)
21.	Nov 20	IPRS Accredited Members Roundtable Dinner with Dr. Roger Hayes (Senior Counsellor, APCO Worldwide/ Visiting Fellow, Henley Business School) (10 participants)
22.	Dec 12	IPRS Year-End Party (80 participants)

c. **Thought Leadership.** In line with our focus on positioning IPRS as thought-leaders in the field of public relations, a survey was conducted in late 2019 on the topic of "The Top 3 PR Trends in Singapore for 2020". We received a total of 16 responses and the responses were compiled into a report that was shared on our owned platforms.

IPRS Council Voice Committee:

Mr Justin Fong (Lead)
 Mr Nisar Keshvani
 Mr P. Ramesh
 Mr Ling Wei Ming

IN APPRECIATION

On behalf of The President and IPRS Council 2019/2021, we like to record the Institute's thanks to the following for their generous support, advice and encouragement in 2019:

PRISM Awards 2019

Special Guests

- Mr Seah Kian Peng, Member of Parliament, Marine Parade GRC, CEO, NTUC Co-operative
- Mr Dato' Haji Ibrahim Bin Abdul Rahman, President, Institute of Public Relations of Malaysia
- Ms Ibu Prita, President, ASEAN Public Relations Network
- Mr Bao Nguyen, President, Public Relations Association Vietnam
- Ms Ruby Wan, President, Hong Kong Public Relations Professionals' Association
- Ms Elin Wong, Honorary Treasurer, Hong Kong Public Relations Professionals' Association

Sponsors

- Media OutReach (Platinum Sponsor and Official Newswire Partner)
- IN.FOM (Gold Sponsor)
- Weber Shandwick (Gold Sponsor)
- Voodoo Communications (AV support)

IPRS Visits/Events and Venue (Sponsors)

- Mr James Brasher (RICE Communication)
- PSB Academy
- GoPro
- Mr Gary Hong (The Vending Space @ ABM Building)
- Mr Lars Voedich (PREcious Communications)
- Tableau
- Murdoch University

IPRS Events/Talks (Guests Speakers)

- Dr Roger Hayes
- Ms April-Mary Ng
- Mr Balji PN
- Ms Dawn Cher
- Mr Clarence Fu
- Mr Dinesh Dayani
- Mr Ernest Lim
- Ms Grace Chiang
- Ms Ivy Tse
- Mr Jacob P
- Mr John Kerr
- Ms Kate Baldock
- Mr Lars Voedisch

IN APPRECIATION

IPRS Events/Talks (Guests Speakers) (Continued)

- Ms Louise Phua
- Mr Marc Almagro
- Mr Money K
- Ms Nadia Chan
- Ms Rosie Danyluk
- Ms Shajitha S
- Ms Sharon Lim

Event Partners

- Singapore Press Club

Volunteers

University of Newcastle Singapore Student Chapter

- Guo Qiantong
- Maria Alejandra Marina Zambrano
- Ni Nyonan Nindya Karinnya
- Nuribthihal Karisma Binte Zulkifli
- Roziana Cindy
- Zhang Shujing

Temasek Polytechnic Student Chapter

- Beth Wong
- Naomi Wong
- Sharafah Malihah
- Syahmi Andika

Others

- Ms Biswas Madushree
- Ms Divya Radhakrishnan

IPRS Honorary Legal Advisor

- Mr Samuel Yuen (Managing Director, Yuen Law LLC)

IPRS' ACTIVITIES

2019

January

- 21 Renewal of IPRS-Republic Polytechnic MOU and Dialogue Session on "Influencer Marketing"
- 29 IPRS Student Chapter Get-Together.
Venue sponsor: Murdoch Singapore

February

- 21 PRISM Awards 2019 Judges Get-Together

March

- 7 PRISM Awards 2019 Gala Night. Sponsors: Media Outreach, IN.FOM and Weber Shandwick
- 21 IPRS 49th Annual General Meeting (AGM) 2019 and Election of IPRS Council 2019/2021
- 25 Launch of IPRS Professional Certificate Course 01-2019

April

- 22 Participation in NUS Centre for New Media (CNM) Ministerial Dialogue with Education Minister, Ong Ye Kung – "Communication in the Digital Era: Innovation, Adaptation & Transformation"
- 25 Members' Visit to GoPro

May

- 23 Talk on "The Future of Social Media Marketing"
Venue sponsor: Tableau
- 29-31 Introduction to PR Course 01-2019

June

- 6 Launch of Thirsty Thursday series of networking nights
- 11 Accreditation Readiness Exercise
- 14 Briefing for potential trainers for new series of IPRS workshops.

July

- 4 2nd Thirsty Thursday networking night
- 12 Temasek Polytechnic – IPRS Student Chapter discussion on "Get PR Ready"
- 30 In-house training Run 1 and Run 2 held on 21 August

August

- 1 3rd Thirsty Thursday networking night
- 1 Annual Accreditation Board Meeting. Venue sponsor: RICE Communications
- 1 Annual Accredited Member's Get-together
- 2 Launch of Publicity (News Release) for inaugural PRISM Conference – "Singapore's Public Relations Apex Body Gears Up for Golden Jubilee"
- 6 IPRS-Singapore Press Club Joint National Day Party
- 19 Launch of IPRS Professional Certificate Course 02-2019
- 28-31 Introduction to PR Course 02-2019

September

- 3 Panel Discussion on "The Influence of Financial Bloggers". Venue sponsor: PSB Academy
- 3 Presentation of Certificates to graduates of the IPRS Professional Certificate course.
- 5 4th IPRS Thirsty Thursday networking night. Sponsor: Precious Communications.
- 21 IPRS EXCO Retreat

October

- 3 5th Thirsty Thursday networking night
- 5 Participation in annual Singapore Press Club Ball
- 10 Training Evaluation Committee Meeting. The Elevate series of IPRS Workshops were launched in January 2020
- 25 Talk on "The Future of Social Media Marketing" at Singapore University of Social Sciences (SUSS)
- 31 Accreditation Readiness Session

November

- 5 IPRS Annual Student Chapter Get-together. Venue sponsor: Autobahn Motors
- 7 Launch of "PR Bytes" – an IPRS social media (FB) initiative
- 20 Accredited Members Roundtable Dinner with Dr Roger Hayes (Snr. Counsellor, APCO Worldwide/Visiting Fellow, Henley Business School)

December

- 12 IPRS Year-End Party. Sponsor: RICE Communications
- 12 Presentation of Certificates to graduates of the IPRS Professional Certificate course 02-2019
- 19 IPRS Members online survey on PR Trends for 2020 (published on IPRS FB on 20 Feb 2020)



Financial Report 2019

Institute of Public Relations of Singapore