



Annual Report 2024

Institute of Public Relations of
Singapore

Presented on 55th Annual General Meeting
on 14th March 2025

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1. Agenda of the 55th Annual General Meeting (14th March 2025)
2. Minutes of the 54th Annual General Meeting held on 21st March 2024 **(Annex A)**
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4. IPRS Financial Report for 2024 **(Annex C)**

AGENDA FOR 55th AGM & Election of Council 2025/27

1. Declaration of Quorum by the Honorary Secretary
2. Adoption of the Minutes of the 54th AGM held on 21st March 2024
3. Matters Arising
4. The President's Address
5. Adoption of the following:
 - 5.1 IPRS Annual Report 2024
 - 5.2 Honorary Treasurer's Financial Report for 2024
6. Election of the following office-bearers for the Council Term 2025/2027:
 - 6.1 President
 - 6.2 Vice President
 - 6.3 Honorary Secretary
 - 6.4 Honorary Treasurer
 - 6.5 Council Members (minimum five, maximum seven)
7. Any other business

**MINUTES OF THE 54th ANNUAL GENERAL MEETING OF THE
INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE**

**Time: 6.30pm to 7.21pm
Date: Thursday, 21 March 2024
Venue: YMCA Orchard**

Present: (Voting Members: 13)	
Accredited (3)	Koh Juat Muay Selvi R Debra Soon
Full (9)	Cindy Lim Vanessa Wan Gerardine Donough-Tan Uantchern Loh Haikel Fahim Jini Pillai Sheela Narayanan Jeanie Lee Benjie Ng
Corporate (1)	Wong Shi Hao (WE Communications)
Non-Voting Members: (Four)	
Affiliate (2)	Aaron Ng (SIT) Beryl Leong (KDF)
Non-members (2)	Ernst Lim (IPRS Secretariat) Pauline Koh (IPRS Secretariat)
TOTAL	17

IPRS 54th AGM

The Agenda of the 54th Annual General Meeting is as follows:

1. Declaration of Quorum by the Honorary Secretary
2. Adoption of the Minutes of the 53rd AGM held on 22nd March 2023
3. Matters Arising
4. The President's Address
5. Adoption of the following:
 - 5.1 IPRS Annual Report 2023
 - 5.2 Honorary Treasurer's Financial Report for 2023
6. Any other business
7. Closing

1. Declaration of Quorum

1.1 The Honorary Secretary, Ms Cindy Lim, convened the Annual General Meeting (AGM) at 6.30 pm. The call for quorum was as follows:

Total number of paid-up voting members as at 21/03/2024	146
Total number of paid-up voting members present	13
Total number of paid-up voting members to constitute a Quorum	29
Quorum	None

As there was no quorum, the meeting was adjourned to 7.00 pm in accordance with the Constitution.

1.2 The Honorary Secretary, Ms Cindy Lim, reconvened the AGM at 7.00 pm.

2. Adoption of Minutes of the 53rd AGM that was held on 22 March 2023

2.1 Errors identified in the minutes of the 53rd AGM will be amended.

2.1.1 The title to be amend to: MINUTES OF THE 53rd ANNUAL GENERAL MEETING OF THE INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE.

2.1.2 Item 2.1 to be amended to: The Honorary Secretary, Ms Juliet Samraj, reconvened the AGM at 7.00 pm. The AGM was then called to order by President, IPRS, Ms Koh Juat Muay.

2.2 No further queries or objections were raised. The Minutes of the 53rd AGM were adopted. The motion was proposed by Full Member, Mr Haikel Fahim, and seconded by Full Member, Gerardine Donough-Tan, both of whom were present at the 53rd AGM.

3. Matters Arising

3.1 There were no matters arising.

The Meeting then proceeded with the President's Address.

4. President's Address

4.1 IPRS President Ms Koh Juat Muay shared that the 2023 IPRS Annual Report is now available on the website. The IPRS continues to be managed on the principles of CORE: the supervision and oversight by a dedicated Council; the Organisational efficiency of a digitised membership and financial system and marketing communications platform; the establishment of strong Relationships with other institutions and industry bodies; and achieving the right Effect and impact on the PR and Communications industry.

4.2 Moving forward, the IPRS will continue to organise purposeful events to showcase our People and the Profession; taking on critical content to highlight our member's expertise and provide the best learning and networking experience in the months ahead. The IPRS will hold its IPRS PRISM Summit 2024 in October where we will focus on the impact of technology on communications and help our practitioners to embrace and acquire skills to build capability.

4.3 The IPRS is working towards launching its IPRS PR Leadership Programme, which aims to provide coaching and mentoring opportunities for middle management personnel, as well as the IPRS Young PR Leaders Programme. Specially tailored to train young professionals at the start of their career journey, the Young PR Leaders Programme will also include fireside chats and learning journeys.

5. Adoption of the Annual Report and Financial Report 2023

5.1 The Honorary Treasurer, Ms Selvi R, presented the Financial Report 2023.

5.2 As of FY2023, IPRS Cash and Cash Equivalent stands at \$163,774. Total Equity and Liabilities for FY2023 stands at \$178,911. This represents a 2% increase from \$175,940 in FY2022.

5.3 Revenue for FY2022 stands at \$136,327. This represents a 15% increase from \$115,426 in FY2022. Gross profit stands at \$83,040. Profit before tax is at \$20,080, compared against loss \$8,359 in FY2022.

5.4 Operating expenses stands at \$91,168, a 38% decline from \$126,134 in FY2022. The biggest expense items were Salaries (54%), Accounting/Audit Fees (24%) and Rental (9%). Compared to FY2022, salaries have decreased by (16%), Accounting/Audit Fees decreased by (2%) and rent has decreased by (68%), a positive outcome arising from transitioning to a hotdesking facility in August 2022.

5.5 For FY2023, IPRS income sources were from: Training (39.6%), Sponsorship [PRISM Awards only] (16.4%), Membership/Entrance fees (18.1%) and Programmes (25.8%).

5.5 Compared with 2022, income from programmes (PRISM awards) increased by 51% (\$21,421). Membership income and training income remained the same.

5.6 Adoption of the Annual Report and Financial Report 2023

With no further questions, the President called for a voting member to propose that the Annual Report and Financial Statement for 2023 be adopted. The adoption of the Annual Report and

Honorary Treasurer's Financial Report 2023 was proposed by Full Member, Mr Benjie Ng, and seconded by Full Member, Ms Jini Pillai.

6. Any Other Business

6.1 The President then opened the floor for questions and comments. Ms Gerardine Donough-Tan asked if the financials performed better in alternate years like FY2023 due to the frequency of IPRS key events. President Koh Juat Muay explained that the Council has been organizing the PRISM Awards and the newer PRISM Summit in alternate years. Between the two events, the PRISM Awards offers more potential for revenue via awards entries and table sales.

7. Closing

As there were no other questions, the Honorary Secretary, Ms Cindy Lim, thanked all Members for their presence and called the 54th AGM to a close at 7.21 pm.

Recorded by:



Mr Ernst Lim
Senior Executive
IPRS Secretariat

Vetted by:



Ms Cindy Lim
Honorary Secretary
IPRS Council 2023/2025

Approved by:



Ms Koh Juat Muay
President
IPRS Council 2023/2025



Annual Report 2024

Institute of Public Relations
of Singapore

ABOUT IPRS

IPRS, established in 1970 as a non-profit organisation, is the only accrediting body for Public Relations (PR) practitioners in Singapore. The Institute promotes excellence in the industry through knowledge exchange platforms and training programmes that are aligned with the many changes and developments in the practice of PR and Communications today.

IPRS has a growing membership consisting of professionals from diverse backgrounds in public relations, journalism, advertising, marketing, education and management – a factor that has contributed to the Institute’s strength and dynamism.

There are ten Student Chapters with various tertiary institutions to create opportunities for communications students and IPRS members to share expertise and experiences.

The IPRS introduced the Biennial PRISM Awards (Public Relations In the Service of Mankind) in 1987 to recognise and reward excellence in PR and Communications in Singapore and regionally. The IPRS PRISM Summit was established in 2022 to further industry development and growth, and held biennially, alternating with the IPRS PRISM Awards. Together they present a community platform to lead and showcase the PR industry’s best in Singapore and the region.

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.

COUNCIL 2023/2025

President	Ms Koh Juat Muay Chief Nano-E
Vice-President	Ms Vanessa Wan Senior Director & Head, Integrated Marketing & Communications, Asia Pacific STMicroelectronics
Honorary Secretary	Ms Cindy Lim Head of Communications, Digital & Marketing Singapore Symphony Group
Honorary Treasurer	Ms Selvi R Communications Leader IBM ASEAN
Council Member	Tan Siew Kim Director, School of Business Temasek Polytechnic
Council Member	Malminderjit Singh Strategic Advisor (Confidential) Consulting Firm
Council Member	Elaine Chan Director of Marketing Communications Pan Pacific Singapore
Council Member	Haikel Fahim Region Head, Southeast Asia Telum Media
Council Member	Jini Pillai Head of Media Relations, Asia Aon
Council Member	Marcus Ong Senior Executive, Strategic Communications & Media Operations Ministry of Sustainability and the Environment
Honorary Legal Advisor	Mr Samuel Yuen Founding Director Yuen Law LLC

PRESIDENT'S REPORT

Warmest greetings on behalf of the IPRS Council 2023/2025.

The year 2024 began with enthusiasm still buzzing from the industry's celebration of the best of the best at the IPRS PRISM Awards 2023. This set the tone and expectations for the 2nd edition of the IPRS PRISM Summit held on 24th October 2024.

The 54th AGM on 21st March marked the start of my fourth year as President of the IPRS Council. I shared my hopes that the IPRS would continue to be managed on the principles of **CORE**: the supervision and oversight by a dedicated Council; the Organisational efficiency of a digitised membership and financial system and marketing communications platform; the establishment of strong Relationships with other institutions and industry bodies; and achieving the right Effect and impact on the PR and Communications industry.

The year saw IPRS continuing to organise purposeful events to showcase our People and the Profession; taking on critical content to highlight our member's expertise and provide the best learning and networking experience in the months ahead.

Moving into the 11th year since the launch of the IPRS Student Chapter, we recognised the importance of our work with students as we continued to support the activities of our various chapters, renew MOUs and held the annual student chapter gathering on 29th February 2024.

As a professional body, the IPRS is the bearer of standards and performs this role across the public, private and social sectors.

The IPRS contributed to the drafting and completion of the "Media Communications Guidelines for Board and Management of Charities" in partnership with the NVPC (City of Good) and Centre For Non-Profit Leadership; a collaboration between the Charity Unit and NVPC. This guideline is free for use and distributed to charities in Singapore.

The industry's support for the IPRS PRISM Summit 2024 is testament to the recognition of this role. A strong turnout from our practitioners from both in-house and agencies as well as clients, at this event supported by sponsorships from IPRS Corporate Members.

As a membership organisation, the IPRS is conscious of the importance of membership engagement across categories from Affiliates, Associates, Full, Corporate to Accredited Memberships as well as long standing members in the Fellows and Retired categories.

The IPRS Tabao Series was launched as a lunch time online get-together for members to meet, make connections and take on a topic of the day. Members were also invited to feature as speakers in student chapter events and the PRISM Summit 2024.

The IPRS is the only PR Accreditation body in Singapore. A leadership renewal of the Accreditation Board was discussed and approved at the board meeting held on 11th December, to be implemented with effect from March 2025.

Much more can be done to serve member's needs and encourage members to come forward to engage and support the IPRS' ongoing activities.

On the regional front, the IPRS was invited to celebrate World Public Relations Day in July 2024 in Kuala Lumpur on the invitation of the newly established Public Relations PRactitioners Society of Malaysia. Sharing the stage on a panel discussion on "The Future of CSR In Public Relations" with leading PR professionals in Malaysia, it was a moment of camaraderie that the practice of PR is the same regardless of geography. The IPRS has a role to play along with other PR associations in furthering the understanding and growth of the PR practice in Asia.

Finally, we owe the success of 2024 to IPRS Members, friends in the industry and the wider industry for believing in the value that PR and communications bring to people and organisations.

I commend the Council Members of 2023/25. Details of the year's efforts are in the individual portfolio reports by the Vice-President, Hon Secretary, Hon Treasurer, Membership, Training, Student Chapter and Accreditation Teams.

The work of a PR and Communications professional never ends. It takes a certain tenacity and talent to keep pace with a changing world of geopolitics, culture and technology to manage reputation, crisis and business stability.

We look forward to 2025 and welcoming the new Council Members at the 55th AGM and Election of Council 2025/2027!

Koh Juat Muay

President

IPRS Council 2023/2025

HONORARY SECRETARY'S REPORT

In 2024 the IPRS organised and participated in more 20 in-house, partnership events and training programmes, reaching out to 400 participants, in person and online. In addition, we were delighted to host over 180 IPRS Student Chapter members at seven specially curated events, including learning journeys to PR and media agencies.

The IPRS PRISM Summit 2024 returned on a high note, with over 140 PR practitioners joining the conference on 24 October at One Farrer Hotel. This year's distinguished keynote speakers were Ho Kwon Ping (Executive Chairman at Banyan Group) and Abel Ang (Chairperson, Advanced MedTech Investments). The half-day conference was anchored by three pillars driving organisational success in an ever-changing and hyperconnected world: organisational leadership; communications strategy and social media engagement.

The IPRS Annual Student Chapter Gathering was held at IBM Singapore on 29 February, with over 30 student advisors and members in attendance. Other notable events include IPRS Visits The Judiciary (Supreme Court) in March 2024 and IPRS Visits SPH News Centre in July 2024. Both events were extremely popular with our members, who were curious about the inner workings of the Supreme Court as well as the newsroom. An additional tour of the Supreme Court was organised for our Student Chapters in June 2024.

The IPRS also organized three successful runs of the Introduction to Public Relations & Mass Communications in February, May and September 2024, as well as the Professional Certificate in Public Relations & Mass Communications in June 2024.

Together with Council Members, the IPRS Secretariat supported the strategy and execution of the many IPRS activities this past year. The Council thanks the Secretariat for their dedication and support towards building and growing the IPRS:

- Senior Executive – Mr. Ernst Lim
- Finance – Ms Pauline Tay (Contract)

Cindy Lim

Honorary Secretary
IPRS Council 2023/25

IPRS Events In 2024

We thank members of the IPRS, Student Chapter Members and the many industry leaders and participants who have contributed to the success of IPRS events in 2024.

Date	Event Titles	Attendance
31 Jan	IPRS Tabao Time - How's Your 2024?: Let's Chat Over Lunch!	5
21 Feb	IPRS Training: Introduction to Public Relations and Mass Communication: Foundation Course in PR	12
29 Feb	IPRS Annual Student Chapter Gathering 2024: Your Checklist for 2024 & Beyond!	34
1 Mar	You Are Invited To The Supreme Court: IPRS Visits The Judiciary: A Tour And Talk	53
13 Mar	A Career Conversation in Public Relations - NUS CNMS	44
21 Mar	IPRS 54th Annual General Meeting	14
26 Apr	IPRS Tabao Time: Let's Revisit Our Craft	6
7 May	Republic Polytechnic's Graduation Ceremony 2024	> 100
28 May	Aspectus Webinar – Marcoms in Asia: What Businesses Need to Know Now	> 50
29 May	IPRS Training: Introduction to Public Relations and Mass Communication: Foundation Course in PR	11
7 Jun	IPRS Student Chapters: Visit To The Supreme Court	53
16 July	WORLD PUBLIC RELATIONS DAY (WPRD) CONFERENCE Panel - The Future of CSR In Public Relations	> 300
18 Jun	IPRS Training: Professional Certificate in PR & Mass Communications: Advance Practical Course In Communications	6
25 Jun	Redhill Visit from Hong Kong Baptist University	17
4 Jul	IPRS Visits SPH News Centre: Get To Know Your Industry	33
28 Aug	IPRS Tabao Time: Bravery In Communications: Bravery In Communications	5
25 Sep	IPRS Training: Introduction to Public Relations and Mass Communication: Foundation Course in PR	4
20 Oct	Completion of Media Communications Guidelines for Board and Management of Charities	-
24 Oct	IPRS PRISM Summit 2024: PR: The Inside Out Perspective: PR: Inside Out Perspective!	138
6 Dec	IPRS Visits The Edible Garden City: Join Us For A Day In Nature!	4

HONORARY TREASURER'S REPORT

- An independent auditor was engaged to audit the IPRS accounts. They issued an unqualified report of our Financial Statement for FY2024. A summary of the Financial Report is shown below.

Institute of Public Relations of Singapore

Society Registration No: S70SS043L

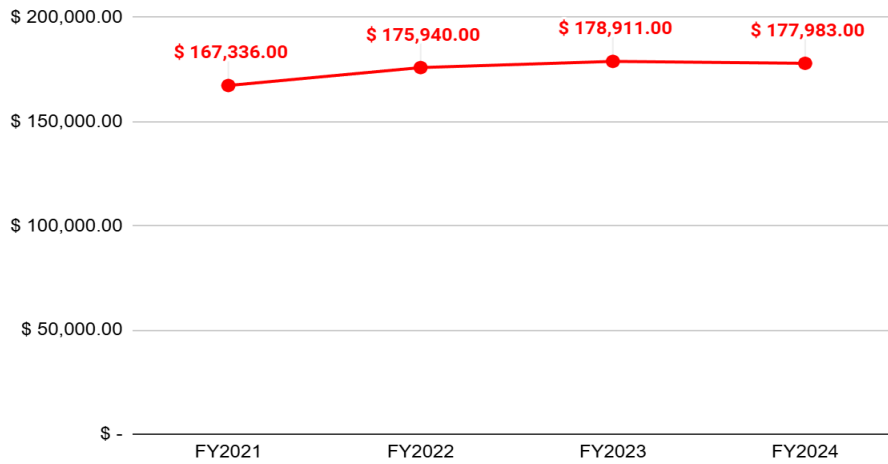
Incorporate in Republic of Singapore

Statement of Financial Position As at 31 December 2024

	<u>Note</u>	<u>2024</u>	<u>2023</u>
		S\$	S\$
ASSETS			
Non-current assets			
Plant and equipment	4	-	9,445
Total non-current assets		-	9,445
Current Assets			
Trade receivables	5	5,830	4,290
Deposits and prepayments	6	1,296	1,402
Cash and cash equivalents	7	170,857	163,774
Total current assets		177,983	169,466
TOTAL ASSETS		<u>177,983</u>	<u>178,911</u>
ACCUMULATED FUNDS AND LIABILITIES			
Current liabilities			
Trade and other payables	8	10,972	14,860
Total current liabilities		10,972	14,860
TOTAL LIABILITIES		<u>10,972</u>	<u>14,860</u>
Accumulated funds			
Accumulated funds		167,011	164,051
Total funds		167,011	164,051
TOTAL ACCUMULATED FUNDS AND LIABILITIES		<u>177,983</u>	<u>178,911</u>

2. **Total Equity and Liabilities** for FY2024 stands at **\$177,983.00**. This represents a 0.5% decrease from **\$178,911.00** in FY2023. To facilitate benchmarking, a four-year comparison, from FY2021 to FY2024, is provided below.

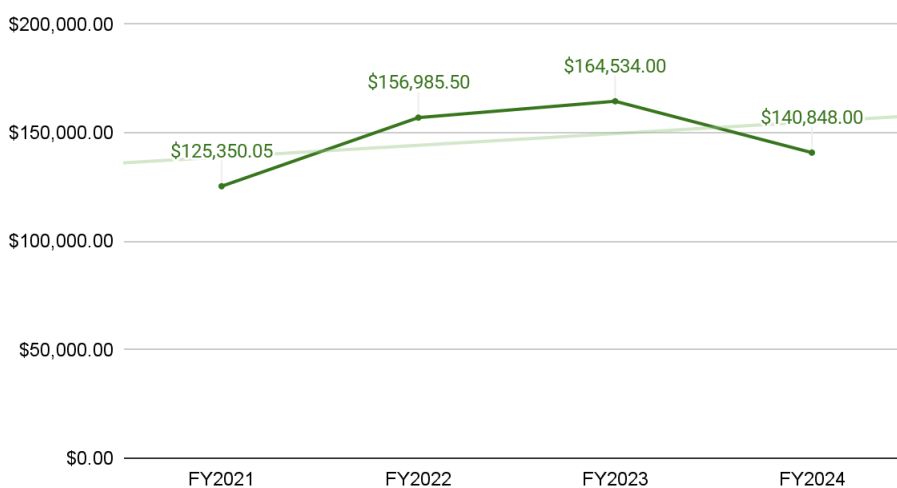
Total Equity and Liabilities



As of FY2024, IPRS **Cash and Cash Equivalent** stands at \$170,857.

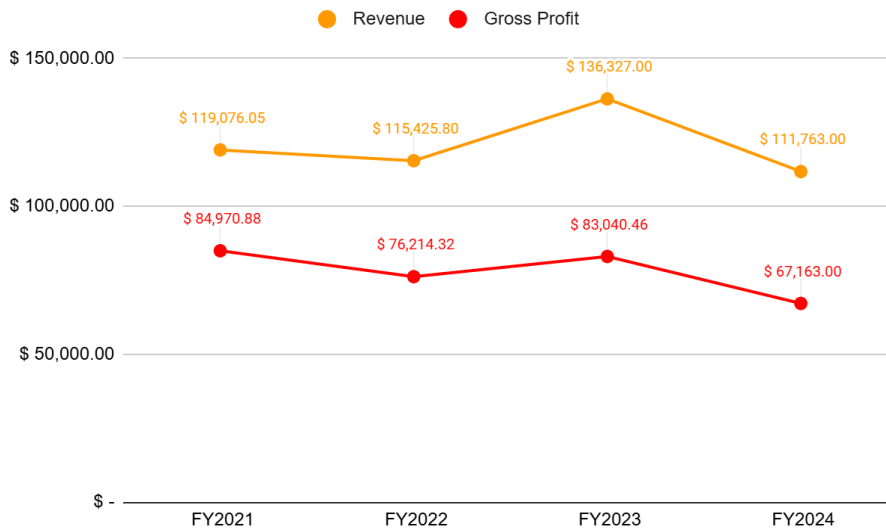
3. **Total Income (Education, Membership Fees, Programmes and Other income, including sponsorships)** for 2024 stands at **\$140,848.00**. This is a **14.4%** decrease from **\$164,534.00** in FY2023.

Total Income Y-on-Y



4. **Revenue (Education, Membership Fees and Programmes)** for FY2024 stands at **\$111,763**, a foreseen decrease from **\$136,327** the year before (FY2023 being a PRISM Awards year). **Gross profit (after cost of events)** stands at **\$67,613**.

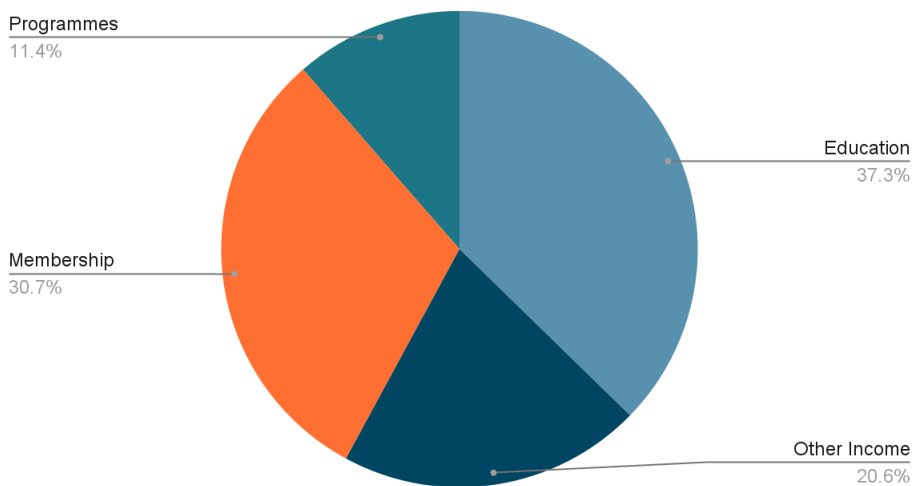
Revenue and Y-on-Y gross profit



5. Income Distribution

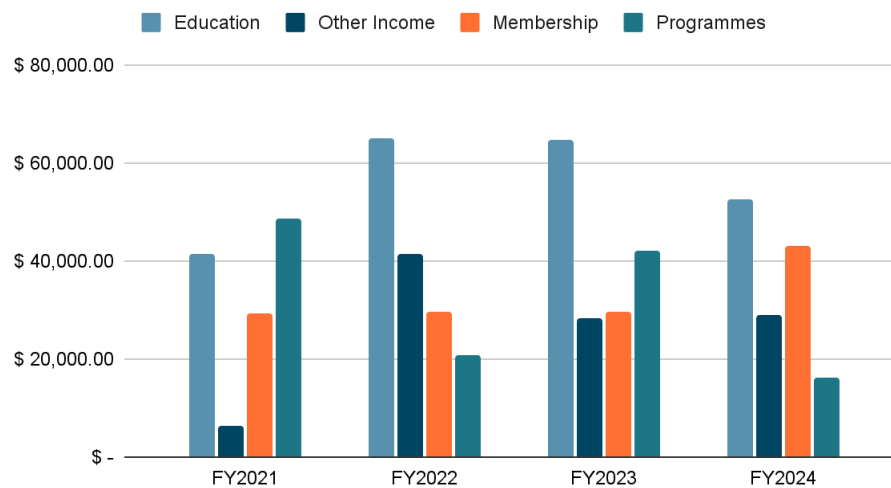
For FY2024, IPRS income sources were from: **Training (37.3%)**, other **Income Sources** (including government grants, sponsorships and other operating income) **(20.6%)**, **Membership/Entrance fees (30.7%)** and **Programmes (11.4%)**.

Income Distribution (2024)



Notable is the significant Membership Income spike (**\$43,179 in FY2024 as opposed to \$29,573 in FY2023**) as the new Membership Fee increases kicked in fully with the Membership Renewal Exercise in March 2024. This spike was not as significant in FY2023 during Phase 1 of the Membership Fee increase as the new pricing only came into effect after Membership Renewal in March 2023 as members were encouraged to renew their Memberships expeditiously while under the old pricing. Phase 2 of Membership Fees increased kicked in in March 2024.

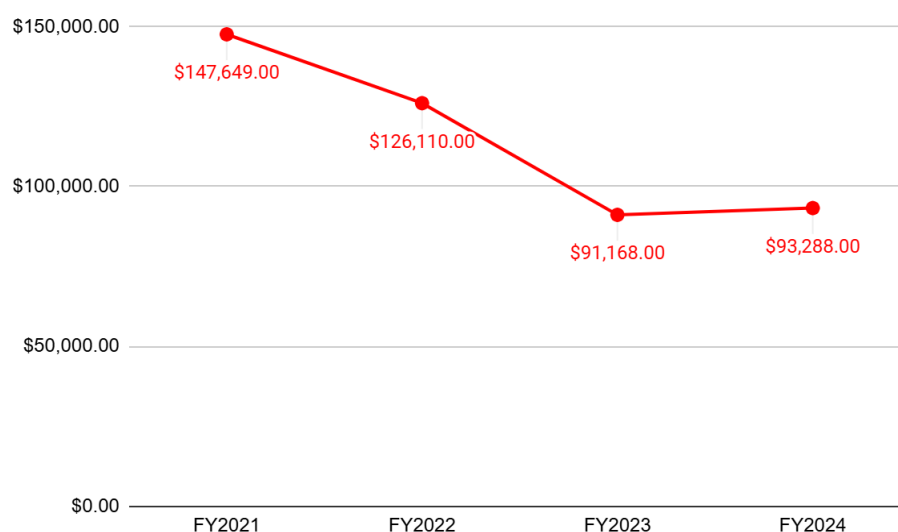
Income Distribution - Y-on-Y Comparison



6. Expenses

Operating expenses stands at **\$93,228, a 2% increase from \$91,168 in FY2023**. The main expense items were Salaries (46.3%) and Accounting Fees (18.7%). The increases can be attributed to adjustments in salaries and the rise of goods and services costs such as subscription fees for required software. Overall, expenses have dropped significantly since **FY 2021 (\$147,649) and FY 2022 (\$126,110)**.

Expenses - Y-on-Y comparison



Profit before tax is at **\$2,960**, compared against a profit of **\$20,080** in FY2023. A detailed breakdown of expenses and revenue can be found in the Financial Report 2024 (Annex C).

7. **Outlook & Recommendations**

Overall, at the end of FY2024, the IPRS' financials have maintained its positive position despite posting a profit of \$2960 before tax against a higher figure of \$20,080 in the previous year. This was made possible with reduction of rent and expenses, sustaining sponsorships for events, and the gradual increase of membership fees in two phases in 2023 through 2024.

Education (training) and signature events (PRISM Awards and PRISM Summit) continued to be key revenue sources. IPRS is a trusted training provider and plays a significant role in helping young and aspiring PR practitioners acquire the right skills and knowledge. The next level of training programmes would be to augment the leadership skills and recognition in our young and practitioners seeking higher roles. Other customised training programmes would also be good to help increase revenue.

The IPRS PRISM brand of events has the potential to grow locally and regionally expanding with other offerings, potentially an IPRS PRISM Asia Summit 2026. Membership development and engagement continues to be a challenge. There is a need for more conversations with current and potential members to sustain and grow the membership base.

The last quarter of 2024 proved to be a volatile period globally driven by market uncertainties and geopolitics. The slowdown in overall business activities may have some impact on the IPRS heading into 2025. The adaptivity and cost efficiency of the IPRS today will help it to ride future industry currents and changes.

Selvi R

Honorary Treasurer
IPRS Council 2023/25

MEMBERSHIP TEAM'S REPORT

IPRS remained committed to serving its members, curating events and topics of interest to the PR and Communications industry and staging signature events such as the IPRS PRISM Summit 2024. IPRS Members were invited to speak and contribute on this platform to share their expertise and contributions to the industry.

IPRS was responsive and adapted its annual events and content to market conditions. There is still more work to be done moving into 2025, and fresh impetus is needed to keep the momentum.

Membership saw a notable decrease in 2024 after remaining largely consistent over the past 2 years. Full Members and Associate members saw the largest drops, with Full Members falling from 63 to 51 members, and Associates falling to 8 members from 13.

Despite the drops, IPRS has continued to see continued support and interest from the industry. IPRS welcomed 27 new Members in 2024, many of whom come from leading organisations like Shell, OCBC, IBM, and KPMG. Corporate Membership has also remained stable at 26, showing continued interest from the industry. A strong Membership drive among our Student Chapters has injected 76 Student Members into the fold, a positive sign for our future talent pipeline.

Delivering Value

Nevertheless, the decrease do suggest a need for improved member retention efforts. Several areas for improvement identified by the Council include leveraging student engagement for long-term conversions and trying to strengthen the value proposition for full and accredited members. We also continued to attempt to be the bridge between our Members, be it through exclusive visits, networking events, or think tank discussions.

We seek the support of our Members to continue to find value in their membership and support the IPRS as we work together to uplift the practice of PR in Singapore.

Haikel Fahim

Elaine Chan

Membership Team

New Membership

We were delighted to welcome the following new members in 2024: 5 Corporate Members, 2 Accredited Members, 11 Full Members, 5 Associate Members, and Affiliate Members in the past year.

CM	AMIPRS	FM	AS	AFF	Student	Total
4	3	12	5	3	76	99

Corporate Members (4):

TEAM LEWIS

Havas Red

The Hoffman Agency Asia Pacific Pte Ltd

e2i (Employment and Employability Institute)

Accredited Members (3):

Jennifer Alejandro, Inchcape Asia Pacific

Vanessa Wan, STMicroelectronics

Praveen Randhawa, Brunswick Group

Full Members (12):

Janice Ong, SBF

Jeanie Lee, KPMG in Singapore

Serene Loo, Shell

Marcus Wong, Word of Mouth Communications

Yen Ling (Seraphina) Poh, Singapore Business Federation

Ash Low, Singapore Business Federation

Pooja Manaktala, IBM

Mark Ko, OCBC

Magdalene Tan, LR Maritime Decarbonisation Hub

Joanne Tham

Lydia Koh, Newcastle Australia Institute of Higher Education

Karen Lih Huey Yap, Motley Crew Consulting

Associate Member (1):

Natalie Eng, Triple-A

Affiliate Members (3):

Melissa Han, Ninemer Communications

Shahirah Aqilah Samsuri

Charmaine Erh Accenture Singapore

Overall Membership Figures in 2024:

Membership counts	2020	2021	2022	2023	2024
Accredited	41	44	45	45	42
Full	46	55	57	63	51
Associate	9	13	11	13	8
Affiliate	45	43	22	17	16
Corporate	26	25	22	25	26
Fellow	13	13	13	13	13
Honorary	2	2	2	2	2
Total	182	195	172	178	156

ACCREDITATION TEAM'S REPORT

The IPRS Accreditation Chapter maintained its progress in 2024.

Accredited Memberships

In 2024, membership totalled 42 accredited members, welcoming Jennifer Alejandro, a veteran broadcast news anchor, from Inchcape Asia Pacific, Vanessa Wan from STMicroelectronics and Praveen Randhawa from Brunswick Group. The IPRS-accredited community gains from their deep experience and knowledge, with opportunities to tap into their diverse expertise.

Accredited Members Contribution

Our deepest thanks to the accredited members who provided training for several courses conducted by the institute. The IPRS would like to acknowledge the contributions of Adrian Heng for the Introduction to Public Relations and Mass Communication Course. The institute would also like to thank Tham Kok Wing and Clarence Fu for their contributions to the Professional Certificate in Public Relations and Mass Communication Course.

The following accredited members played key roles in hosting the IPRS students and IPRS members gained a finer appreciation for the PR and Communication profession in various fields. Special thanks to James Brasher from Rice Communications for hosting the Murdoch IPRS Students at his office and Samuell Ang for hosting IPRS members at the Edible Garden City to appreciate nature and all its glory.

The Council wishes to also thank Accredited Members Ross Gan, Manisha Seewal, Anirudh Sharma and Debra Soon for their invaluable insights as speakers at the IPRS PRISM Summit.

Accreditation Board Renewal

The Accreditation Board held its meeting on 11 December 2024 and agreed to align the biennial board renewal exercise to coincide with the likewise biennial IPRS election of council members. Current Chair of the Accreditation Board, Mike Liew will be stepping down with effect from April 2025 and the new Chairperson will be Selvi R. Current Advisor Bhavani Krishnasamy will also be stepping down as Advisor and Lina Poa will be appointed the next Advisor.

The IPRS Council extends our deepest thanks to Mike Liew and Bhavani Krishnasamy for their dedicated service and support of the Accreditation Board and its programmes.

Accreditation Board 2020/2024

- **Chairperson**
Mr Mike Liew
Partner, IN.FOM
- **IPRS Council AB Committee Chair**
Ms R Selvi
Communications Leader, IBM ASEAN
- **Advisor**
Ms Bhavani Krishnasamy
Managing Director, International PR Training
- **Board Member**
Ms Dawn Low
Cluster Director, IMDA
- **Board Member**
Mr Ross Gan
Chief Communications Officer (CCO), Bitdeer Group
- **Board Member**
Ms Lina Poa
Head, Corporate Communications & Investor Relations, ST Engineering
- **Board Member**
Mr Nisar Keshvani (based overseas)
Asst Dean of Communications and Public Affairs, Northwestern University in Qatar
- **Board Member**
Mr Gerry Francis De Silva
Head, Group Corporate Affairs, Hong Leong Group Singapore
- **Board Member**
Ms Kathy O'Brien
Managing Director, Red Shoe Communications
- **Board Member**
Mr James Brasher
Managing Partner, Rice Communications Pte Ltd

Selvi R

Accreditation Team

TRAINING TEAM'S REPORT

IPRS's training program continued steadily in 2024, building on its strong reputation and positive participant feedback, and contributing to the Institute's revenue. Our flagship courses, "Introduction to PR and Mass Communication" and the "Professional Certificate in PR and Mass Communication," continued to provide essential knowledge and skills for aspiring and current PR and communications professionals.

In 2024, we held 1 intake of the Professional Certificate program and 3 intakes of the Introduction to PR program, training a total of 34 participants.

This year, we welcomed new trainers to ensure our curriculum remains fresh and relevant for future participants. We extend our sincere gratitude to all our past and present trainers for their invaluable contributions to IPRS. We remain committed to continuously evaluating the quality of our training content and the effectiveness of our trainers.

Looking Ahead

To further enhance our training program, we will explore new avenues to engage our Accredited and Full Members as volunteer trainers and webinar speakers. These opportunities will allow them to develop their training and public speaking skills while contributing to the growth of the profession. We aim to launch two new programs in 2025/2026. The first will cater to young practitioners, offering valuable fireside chats and networking sessions. The second program, designed for mid- to senior-level professionals, will focus on the essential skills needed for a successful transition into senior leadership roles, moving beyond technical PR skills to address broader leadership competencies.

We are encouraged by the strong support for IPRS training and remain dedicated to providing foundational PR and communication education, and, more importantly, to developing strong practitioners equipped for leadership roles and capable of delivering exceptional work throughout their careers.

IPRS is deeply invested in its training programs, fulfilling its mission to cultivate excellence in the profession through education that adapts to the evolving landscape of our field.

Vanessa Wan
Training Team

STUDENT CHAPTER TEAM'S REPORT

The IPRS Council's Student Chapter Team had an exciting year with a record number of partnership activities in 2024 built on the previous year's success.

Highly anticipated annual student gathering

On 29 February 2024, the IPRS Student Chapter held the Annual Student Chapter Gathering themed **Your Checklist for 2024 & Beyond!** to help students prepare for a successful transition to the workforce. Close to 35 participants from many of the chapters attended the highly anticipated annual event hosted at the IBM office by AMIPRS Selvi R. Students also took the opportunity to showcase their best work done over the year and exchanged ideas to further hone their skills.

Student Chapter Positive Momentum

The IPRS Student Chapter team enjoyed positive momentum throughout 2024. The Singapore University of Social Sciences extended the MoU with a launch event, a fireside-chat, that was attended by 140 students. The fireside topic focused on how future PR and communication professionals need to navigate immersive technology such as AI. IPRS President Koh Juat Muay, and AMIPRS Adrian Heng who is the Founder and Senior Counsel at Merlot Consulting, discussed the strategies needed to mitigate miscommunication and maintain authentic communication in a digital world. They also discussed the vital role everyone plays in promoting ethical AI practices.

The IPRS Student Chapter also welcomed 76 new students from different educational institutions.

Leading Student Chapter activities

The IPRS Student Chapter events spanned from January 2024 to December 2024, with a diverse range of activities aimed at professional development and networking.

In total, the teams conducted sixteen events designed to give students insight into PR industry expectations and the use of technology such as AI. Key events included guest lectures at the Nanyang Technological University and the National University of Singapore. Several workshops, office visits, industry talks, and symposiums were also held. Notable events included the Republic Poly-IPRS Welcome Day on 7 January 2024 with 25 attendees, a Generative AI Workshop on 18 March 2024 with 14 attendees plus Diploma of Mass Communication lecturers. The Murdoch University and IPRS led a range of activities that included office visits to Rice Communications and Temus as well as industry talks with Daily Vanity, Trion & Co and TanTan.

10 representatives from the various IPRS Student Chapters also took part in the IPRS PRISM Summit 2024 to gain industry perspectives to shape their future career paths in PR and Communications.

The list of IPRS Student Chapters are as follows:

1. Temasek Polytechnic
2. University of Newcastle, Singapore
3. National University of Singapore
4. Singapore University of Social Sciences
5. PSB Academy
6. Republic Polytechnic
7. Murdoch University
8. Singapore Polytechnic
9. Singapore Institute of Technology
10. The Singapore University of Social Sciences

The IPRS Student Chapter's positive momentum would not have been possible without universities, polytechnics, and academies. The Council expresses its deep appreciation to the students for their enthusiastic participation and to the student advisors for their guidance.

Selvi R

Tan Siew Kim

Student Chapter Team

IPRS PRISM Summit 2024

The PRISM Summit 2024 returned on a high note, with over 140 PR practitioners joining the conference on 24 October at One Farrer Hotel. Organised by the Institute of Public Relations of Singapore, this year's distinguished keynote speakers were Ho Kwon Ping (Executive Chairman at Banyan Group) and Abel Ang (Chairperson, Advanced MedTech Investments).

This year's conference was anchored by three pillars driving organisational success in an ever-changing and hyperconnected world: organisational leadership; communications strategy and social media engagement. The conference included two keynote fireside Q&As, two panel discussions as well as a networking lunch with a diverse community of business leaders and PR professionals.

In his keynote, Abel Ang shared his perspectives on data-driven decision making, adding that he prefers to see AI as IA (Intelligence Augmentation). He added that students should assume that 100% of their education will become obsolete, so we will need IA to maximize our human potential and accentuate humanness. CEO in the Spotlight Ho Kwon Ping shared his perspectives on brand leadership and stressed the importance of staying focussed on communicating a brand's values over using glossy adjectives.

The two panel discussions provided refreshing insights into the world of strategic PR and crisis communications. Featured speakers included Debra Soon (Group Head, Brand, Communications & Marketing at Singlife), Ross Gan (Chief Communications Officer, Bitdeer Group), Danny Tan (Managing Director, Grayling), Keso Kendall (SVP, APAC, Team Lewis), Jeanie Lee (Director, Clients & Markets of KPMG in Singapore) and Natasha Ann Zachariah (Correspondent, The Straits Times).

The IPRS champions a vibrant, knowledge-driven PR industry powered by professionals who have honed their skills from learning and keeping up with the technological and economic forces that impact sustainable success. The event brought the communications community together who were all inspired by the distinguished speakers and fellow practitioners from both in-house and consultancies.

The PRISM Summit 2024 was supported by Platinum Sponsor Redhill, Gold Sponsor Truescope, as well as Silver Sponsors IN.FOM and Rothman & Roman.

The IPRS introduced **PRISM** in our industry awards in 1987 to recognise and reward excellence in PR and Communications in Singapore and the region. PRISM which stands for **Public Relations in Service of Mankind** is today our signature and ethos. The IPRS PRISM Summit is held biennially, alternating with the IPRS PRISM Awards. Together they present a community platform to lead and showcase the PR industry's best in Singapore and the region.

The next PRISM Summit will be held in 2026!

Koh Juat Muay

Chairperson

IPRS PRISM Summit 2024

IN APPRECIATION

The President and IPRS Council 2023/2025 and the IPRS Secretariat team would like to express our deep appreciation to all our Members for your continued support for the IPRS. Our thanks and gratitude to our Partners, Sponsors and Friends for making 2024 a successful year.

IPRS PRISM Summit 2024

Corporate Sponsors:

Redhill, Platinum Sponsor
Truescope, Gold Sponsor
IN.FOM, Silver Sponsor
Rothman & Roman, Silver Sponsor

Keynote Speakers:

Ho Kwon Ping, Executive Chairman at Banyan Group
Abel Ang, Chairperson at Advanced MedTech Investments

Moderators:

Manisha Seewal, Group President at Redhill
Jason Lee, Executive Director of Truescope Singapore
Anirudh Sharma, Director Communications, Strategic Relations of Duke-NUS Medical School
Clara Goh, External Communications Leader, Asia Pacific at WTW

Distinguished Speakers:

Debra Soon, Group Head, Brand, Communications & Marketing at Singlife
Keso Kendall, SVP, APAC at Team Lewis
Ross Gan, Chief Communications Officer at Bitdeer Group
Danny Tan, Managing Director of Grayling
Jeanie Lee, Director, Clients & Markets of KPMG in Singapore
Natasha Ann Zachariah, Correspondent, The Straits Times at SPH Media Limited

Master of Ceremony:

Haikel Fahim, Head of Southeast Asia at Telum Media

Opening Address:

Koh Juat Muay, President IPRS

Closing Address:

Vanessa Wan, Vice-President IPRS

IN APPRECIATION

Event Partners:

Edible Garden Singapore
IBM Singapore
Redhill
SPH Media
The Supreme Court

Partners

NTUC U-Associates
Singapore Press Club

IPRS Honorary Legal Advisor

Mr Samuel Yuen

Student Chapters Advisors

Aaron Ng, Singapore Institute of Technology
Bernard Ho, Ngee Ann Polytechnic
Brian Lee, Singapore University of Social Sciences
Eng Yu Fan, National University of Singapore
Falilah Mohamed, PSB Academy
Felicia Wee, Temasek Polytechnic
Greg Danker, Republic Polytechnic
Kase Tan, Murdoch University
Kin Wong, University of Newcastle
Lily Lim, Temasek Polytechnic
M. Thiyagaran, Singapore Polytechnic
Tania Lim, Singapore University of Social Sciences

Student Chapter Presidents:

Anna Tan, President (2024), NUS Communications & New Media Society
Chua Renee Jasmine Gerolaga, President (23/24), Republic Polytechnic-IPRS Student Chapter
Christopher Tan, President (2024), Singapore University of Social Sciences-IPRS Student Chapter
Ryan Micheal Tan, President (2024), Singapore Institute of Technology-IPRS Student Chapter
Yoko Woo, President (2024), Murdoch University-IPRS Student Chapter
Shaynna Vijayndran, President (2024), Temasek Polytechnic-IPRS Student Chapter



Financial Report 2024

Institute of Public Relations
of Singapore
14th March 2025

INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

(A Society Registered in Singapore)

DETAILED INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2024

	2024	2023
	S\$	S\$
Revenue		
Education	52,500	64,600
Membership and Entrance Fee	43,179	29,573
Programmes fees	16,084	42,154
	<u>111,763</u>	<u>136,327</u>
Cost of Sales		
Programmes / course expenses	43,834	52,507
Membership - AGM Expenses	766	779
	<u>44,600</u>	<u>53,286</u>
Other Income	29,085	28,207
Staff cost		
Staff CPF and SDL	7,452	7,176
Staff medical & other allowance	360	360
Staff Salaries & Bonus	43,200	41,600
	<u>51,012</u>	<u>49,136</u>
Other Operating Expenses		
Accounting Fees	17,427	17,427
Audit Fees	3,941	4,221
Bank Fees	144	144
Depreciation	9,445	9,445
General Expenses	-	140
Insurance	200	167
Printing & Stationery	5	3
Rental of premise	7,537	7,971
Stripe Fees	1,156	558
Subscription	2,234	1,747
Transport	40	51
Website Setup & Hosting	147	158
	<u>42,276</u>	<u>42,032</u>
Finance Cost		
Interest expense on lease liability	-	-
Profit/(loss) before tax	<u>2,960</u>	<u>20,080</u>
Taxation	-	-
Profit/(loss) for the year	<u>2,960</u>	<u>20,080</u>