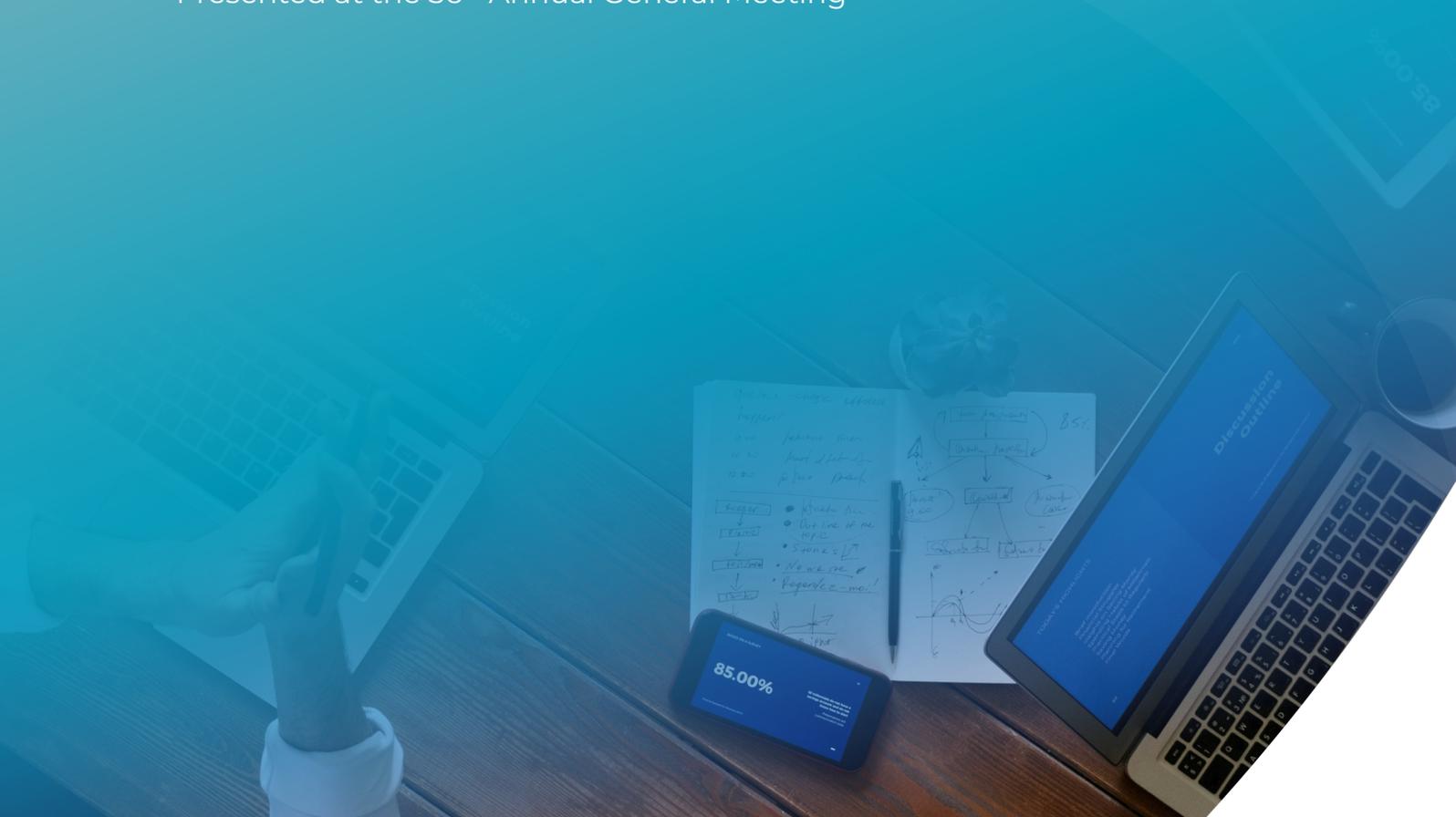




**Institute of Public Relations  
of Singapore**

# Annual Report 2025

Presented at the 56<sup>th</sup> Annual General Meeting



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1. Agenda of the 56<sup>th</sup> Annual General Meeting  
(12th March 2026)
2. Minutes of the 55<sup>th</sup> Annual General Meeting held on  
14th March 2025 (Annex A)
3. IPRS Annual Report 2025 (Annex B)
4. IPRS Financial Report for 2025 (Annex C)

# AGENDA FOR 56<sup>TH</sup> ANNUAL GENERAL MEETING

(12th March 2026)

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1. Declaration of Quorum by the Honorary Secretary
2. Adoption of the Minutes of the 55<sup>th</sup> AGM held on 14th March 2025
3. Matters Arising
4. From the President
5. Adoption of the following:
  - 5.1 IPRS Annual Report 2025
  - 5.2 Honorary Treasurer's Financial Report for 2025
6. Any other business

**MINUTES OF THE 55<sup>th</sup> ANNUAL GENERAL MEETING OF THE  
INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE**

**Time: 6.30pm to 7.25pm**  
**Date: Friday, 14 March 2025**  
**Venue: 10 Square, White Room II, Orchard Central**

Present: <b>(Voting Members: 22)</b>	
Accredited (10)	Debra Soon Ross Gan Eric Chan Kathy OBrien Illka Gobius Vanessa Wan Selvi R Juat Muay Koh Moon Yee Tham Ani Sharma
Full (8)	Gerardine Donough-Tan Jeanie Lee Serene Loo Kelvin Koh Jini Pillai Marian Pagulayan Annette Pau Cindy Lim
Corporate (2)	Felicia Wee Zsofia Balatoni
Associate (2)	Juliet Samraj Yolanda Guo
<b>Non-Voting Members: (One)</b>	
Student (1)	M Thiyagarajan
Non-members (2)	Ernst Lim (IPRS Secretariat) Pauline Koh (IPRS Secretariat)
<b>TOTAL</b>	<b>25</b>

## **IPRS 55th AGM**

The Agenda of the 55th Annual General Meeting is as follows:

1. Declaration of Quorum by the Honorary Secretary
2. Adoption of the Minutes of the 54th AGM held on 21 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. 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	128
Total number of paid-up voting members present	22
Total number of paid-up voting members to constitute a Quorum	32
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 54th AGM that was held on 21 March 2024**

2.1 No queries were raised. The minutes of the 54th AGM were adopted. The motion was proposed by Accredited Member Ms Debra Soon, and seconded by Accredited Member Mr Eric Chan, both of whom were present at the 54th 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 2024 IPRS Annual Report is now available on the website. The IPRS Council 2023/2025 welcomed 2024 with enthusiasm, following the successful IPRS PRISM Awards 2023, setting the stage for the 2nd PRISM Summit on 24th October 2024. The 54th AGM in March marked the start of the IPRS President's fourth term, emphasizing the CORE principles: Council oversight, Organisational efficiency, Relationship building, and achieving Effect in the PR industry. The IPRS continues to promote visibility of the people and profession in the wider industry and ensure the ongoing sustainability (P&L) of its operations and activities.

4.2 Key highlights included the continuation of impactful events, support for student chapters (highlighted by the annual gathering in February 2024), and contributions to the "Media Communications Guidelines for Board and Management of Charities." The successful PRISM Summit 2024 reflected industry support, with participation from agencies, in-house practitioners, and clients.

4.3 Membership engagement was prioritised through initiatives like the IPRS Tabao Series and speaker opportunities at events. Leadership renewal for the Accreditation Board was also set for

March 2025. Regionally, IPRS participated in Malaysia's World Public Relations Day, promoting cross-border collaboration in PR.

4.4 Acknowledgment was given to the Council Members, industry supporters, and members for their contributions in 2024. The council looks forward to welcoming new members at the 55th AGM and continuing to advance PR practices in 2025.

## **5. Adoption of the Annual Report and Financial Report 2024**

5.1 The Honorary Treasurer, Ms Selvi R, presented the Financial Report 2024.

5.2 As of FY2024, IPRS Cash and Cash Equivalent stands at \$170,857. Total Equity and Liabilities stands at \$177,983. This represents a 0.5% decrease from FY2023.

5.3 Revenue (Education, Membership & Programmes) stands at \$111,763, a 18% decrease from the previous year, which saw IPRS hosting the PRISM Awards. Gross profit stands at \$67,613.

5.4 Operating expenses stands at \$93,228, a 2% increase from FY2023. The main expense items were Salaries (46%) and Accounting Fees (19%). Overall, expenses have dropped significantly since FY2021 (\$147,649) and FY2022 (\$126,110).

5.5 A detailed breakdown of expenses and revenue can be found in the Financial Report 2024 (Annex C).

5.6 Adoption of the Annual Report and Financial Report 2024

With no further questions, the President called for a voting member to propose that the Annual Report and Financial Statement for 2024 be adopted. The adoption of the Annual Report 2024 was proposed by Accredited Member Mr Ross Gan and seconded by Accredited Member Ms Debra Soon. The adoption of the Financial Report 2024 was proposed by Accredited Member Ms Kathy O'Brien and seconded by Full Member Ms Annette Pau.

## **6. Election of office-bearers for the Council Term 2025/2027**

6.1 Returning Officer Kathy O'Brien presided over the election proceedings for office bearers.

In accordance with the IPRS Constitution, all 10 nominations for the election of the Council 2025/2027 received by the close of nomination, were duly signed by the candidates, and their proposers and seconders.

The Returning Officer declared the named candidates as elected to their respective positions for 2025/2027.

President	Ross Gan
Vice President	Vanessa Wan
Honorary Secretary	Jini Pillai
Honorary Treasurer	Cindy Lim
Council Members	Serene Loo Jeanie Lee Juliet Samraj Kelvin Koh Selvi R Felicia Wee
Immediate Past President [2021-2025]	Koh Juat Muay

6.2 Incoming IPRS President for 2025/2027, Ross Gan, gave his welcome address.

He reiterated that in order to thrive as the centre of excellence for communication professionals, the operating realities of today's industry practitioners must be adequately reflected in the value proposition of the IPRS. Mr Gan added that having a good market fit will serve us well in our brave new world of disintermediation, fragmentation, fake news, online scams and generative AI, and that the IPRS is standard bearer for the art and science of the communications discipline which is the lynchpin in navigating these secular trends to reinforce trust amongst stakeholders.

## **7. Any Other Business**

7.1 The Honorary Secretary then opened the floor for questions and comments.

## **8. Closing**

As there were no questions, the 2025/27 President, Mr Ross Gan, thanked all Members for their presence and called the 55th AGM to a close at 7.25 pm.

Recorded by:



Mr Ernst Lim  
Senior Executive  
IPRS Secretariat

Vetted by:



Ms Cindy Lim  
Honorary Secretary  
IPRS Council 2023/2025

Approved by:



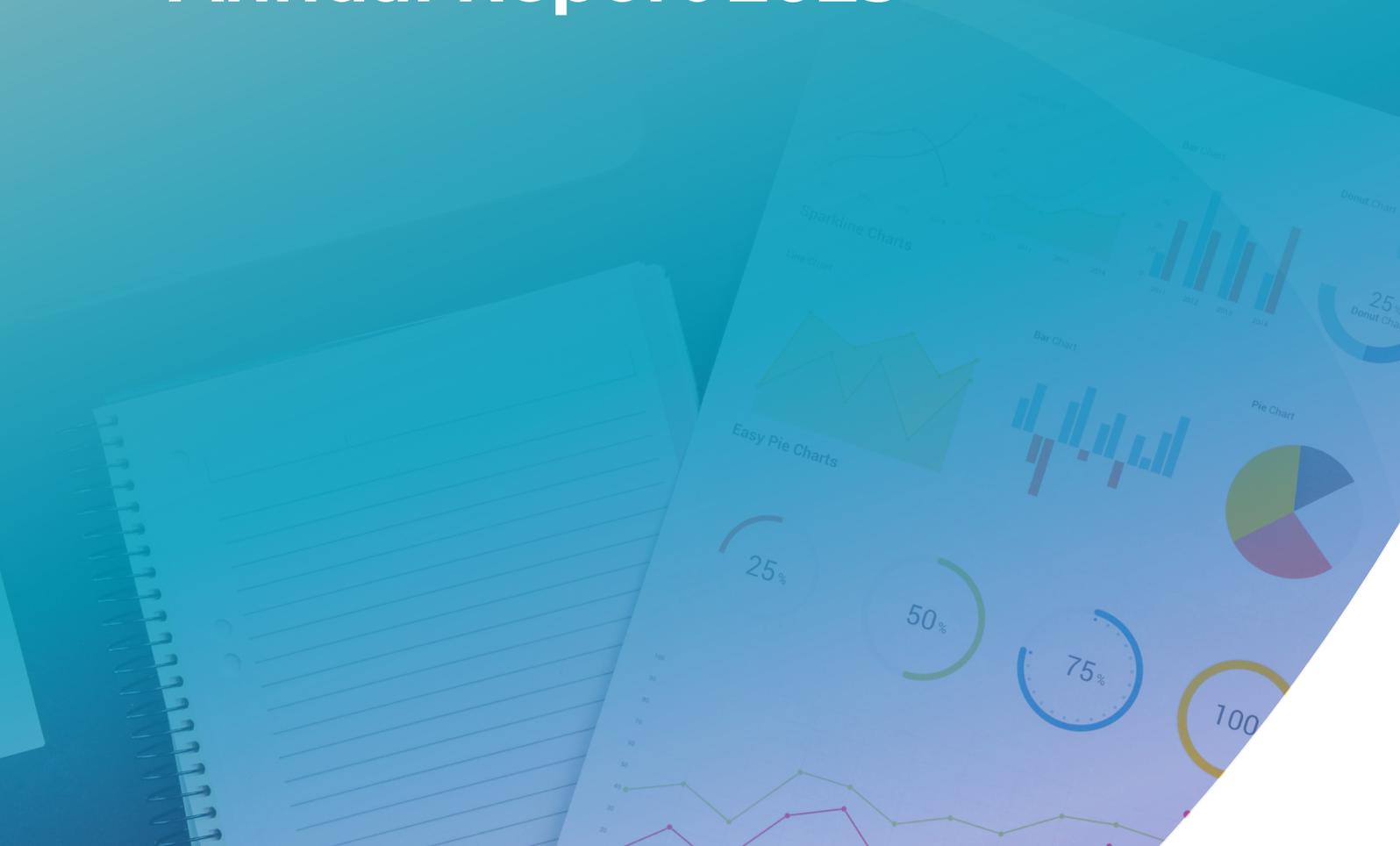
Ms Koh Juat Muay  
President  
IPRS Council 2023/2025



**Institute of Public Relations  
of Singapore**

**ANNEX B**

# Annual Report 2025



## ABOUT IPRS

Incepted in 1970, the Institute of Public Relations (IPRS) is a society that champions the public relations & communications profession by encouraging progressive best practices, enabling peer networking and establishing accreditation pathways. Through mentorship, continuing education and training, we nurture emerging practitioners and leaders to succeed and thrive.



Aug 2025: IPRS Fireside Chat: Navigating Truth,  
Trust & Influence in the Age of AI

## COUNCIL 2025/27

President	<b>Ross Gan</b> Chief Communications Officer Bitdeer Technologies
Vice-President	<b>Vanessa Wan</b> Senior Director & Head, Integrated Marketing & Communications, Asia Pacific STMicroelectronics
Honorary Treasurer	<b>Cindy Lim</b> Head of Communications, Digital & Marketing Singapore Symphony Group
Honorary Secretary	<b>Jini Pillai</b> Head of Media Relations, Asia Aon
Council Member	<b>Felicia Wee</b> Course Chair, Marketing School of Business, Temasek Polytechnic
Council Member	<b>Jeanie Lee</b> Director, Head of Communications and Corporate Affairs KPMG in Singapore
Council Member	<b>Juliet Samraj</b>
Council Member	<b>Kelvin Koh</b> Managing Director Truescope Singapore
Council Member	<b>Serene Loo</b> Head of Singapore Corporate Relations Shell
Council Member	<b>Selvi R</b>

# FROM THE PRESIDENT

## ENGENDERING RELEVANCE IN AN ERA OF DISCONTINUITY

Dear Members, Partners, and Friends of the IPRS,

Our society turned 55 in 2025, a milestone that resonates deeply with many Singaporeans. The Council took the opportunity to mark our Emerald Jubilee by actively charting our future. Last November, at the PRISM Awards 2025 Gala Luncheon, we introduced a refreshed purpose statement alongside our new visual identity.

### A North Star for a Brave New World

Much has changed since the original 1990 logo design by Ken Cato. In a post-truth world of ‘what’s trending on social media’ and the myriad of opportunities that beckon with generative artificial intelligence, a new expression of our society’s values is timely. Distilled from the Sun-and-Moon silhouettes of our previous logo, our new North Star motif represents our core focus and highest aspiration: to serve as a steadfast beacon of excellence and inspiration for our fellowship of communication practitioners.

### Discerning the Signal from the Noise

Following our 55<sup>th</sup> AGM, I prioritized meeting with our members, both past and present. My goal was to tap into the deep well of wisdom and experience from those who have built and supported the IPRS over the decades. I want to extend my deepest gratitude to everyone who took the time to share their candid insights.

My takeaway from these discussions was clear: For the IPRS to continue to thrive, we must continuously sharpen our relevance to stakeholders across the communications profession and embrace a highly progressive mindset in doing so.

# FROM THE PRESIDENT



September 2025: Gen2050 Facilitator Training by SIT-IPRS Student Chapter Advisor Dr Aaron Ng.



November 2025: Fireside Chat with Loh Lik Peng during IPRS PRISM Awards 2025.

The Council applied this strategic lens across all our teams: accreditation, marketing, memberships, partnerships, PRISM, training and youth. The positive feedback and high participation levels in our curated programmes and cadence of member activities have been highly encouraging. Notably, these events successfully attracted new affiliate members to our fraternity, creating a momentum we expect to maintain into our next term.

Our marquee PRISM Awards gala luncheon featured a compelling fireside chat with Singapore hotelier and entrepreneur Loh Lik Peng. It served as a vital reminder that the art of public relations is most effective when working in absolute lock-step with a company's business agenda and operational realities.

# FROM THE PRESIDENT

## Heartfelt Appreciation

None of this progress would be possible without our Council members. It has been incredibly rewarding on a personal level to work alongside such a dedicated team of volunteers from wonderfully diverse backgrounds. Their sharp judgement, unwavering professionalism, and exacting standards in service to the IPRS have made all the difference this year—positively impacting everything from our balance sheet to our membership uptake.



March 2025: IPRS Council 2025/2027

## Making the Path by Walking

Generative AI has captured the public's imagination, permeating our daily banter while altering workplace routines. Its rapid adoption and formative role in reshaping how society creates, distributes, consumes and values knowledge provides a pathway for the IPRS to engender relevance with a growing range of stakeholders. Much remains to be done to future-proof the IPRS beyond our own term as Council members and we look forward to an eventful 2026.

**Ross Gan**

*President*

*IPRS Council 2025/2027*

# HONORARY SECRETARY'S REPORT

In 2025 the IPRS organised and participated in 18 events and training programmes, reaching out to 550+ participants, in person and online.

## IPRS Events in 2025

Date	Event Titles	Participants
5 Mar 2025	IPRS Annual Student Chapter Gathering 2025	62
14 Mar 2025	IPRS 55th Annual General Meeting & Election of Council 2025/2027	25
2 Apr 2025	IPRS Training: Introduction to Public Relations and Mass Communication	12
15 May 2025	IPRS Training: Professional Certificate In PR & Mass Communications	6
2 Jun 2025	Lunch & Learn: IPRS & LinkedIn News	71
5 Jun 2025	Launch of Gen2050 Youth Action Plan	200
16 Jul 2025	Under the Hood - Visit to Our Grandfather Story	39
23 Jul 2025	IPRS Training: Introduction to Public Relations and Mass Communication	18
20 Aug 2025	Fireside Chat: Navigating Truth, Trust & Influence in the Age of AI	48
18 Sept 2025	Gen2050 Facilitator Training for Youth Engagement session	25
25 Sept 2025	Fireside Chat: AI, Comms & the Future of Work	25
6 Oct 2025	Gen2050 Track A Module 1 - Effective Stakeholder Management	50
7 Oct 2025	Gen2050 Track A Module 2 - Creating proposals for social change	50
14 Oct 2025	From Data to Dialogue: How AI is Transforming PR and Messaging Strategy	19
15 Oct 2025	IPRS Training: Introduction to Public Relations and Mass Communication	11
22 Oct 2025	Gen2050 Track A Module 3 - Identifying problem statements	40+
10 Nov 2025	Gen2050 Track A Module 4 - Effective Stakeholder Management	40+
14 Nov 2025	IPRS PRISM Awards 2025	189
19 Nov 2025	IPRS Training: Masterclass on LinkedIn Branding	17
26 Nov 2025	Gen2050 Track B - Gen2050 Youth Action Forum	600

# HONORARY SECRETARY'S REPORT

The IPRS PRISM Awards 2025 returned on a high note, with over 189 PR practitioners. The IPRS also organized three successful runs of the Introduction to Public Relations & Mass Communications in April, July and October 2026, as well as the Professional Certificate in Public Relations & Mass Communications in May 2025.

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 – Ernst Lim
- Finance – Pauline Tay

***Jini Pillai***

*Honorary Secretary*

*IPRS Council 2025/27*

# HONORARY TREASURER'S REPORT

## Honorary Treasurer's Report

1. An independent auditor was engaged to audit the IPRS accounts. They issued an unqualified report of our Financial Statement for FY2025. A summary of the Financial Report is shown below.

### Statement of Financial Position As at 31 December 2025

	Note	2025 S\$	2024 S\$
<b>ASSETS</b>			
Non-current Assets			
Plant and equipment	4	938	-
Total non-current assets		938	-
Current Assets			
Trade Receivables	5	17,170	5,830
Other Receivables	6	51,295	1,296
Cash and cash equivalents	7	196,490	170,857
Total current assets		264,955	177,983
<b>TOTAL ASSETS</b>		<b>265,893</b>	<b>177,983</b>
<b>ACCUMULATED FUNDS AND LIABILITIES</b>			
Current Liabilities			
Trade and other payables	8	63,486	10,972
Total Current liabilities		63,486	10,972
<b>TOTAL LIABILITES</b>		<b>63,486</b>	<b>10,972</b>
Accumulated funds			
Accumulated funds		202,407	167,011
Total funds		202,407	167,011
<b>TOTAL ACCUMULATED FUNDS AND LIABILITIES</b>		<b>265,893</b>	<b>177,983</b>

# HONORARY TREASURER'S REPORT

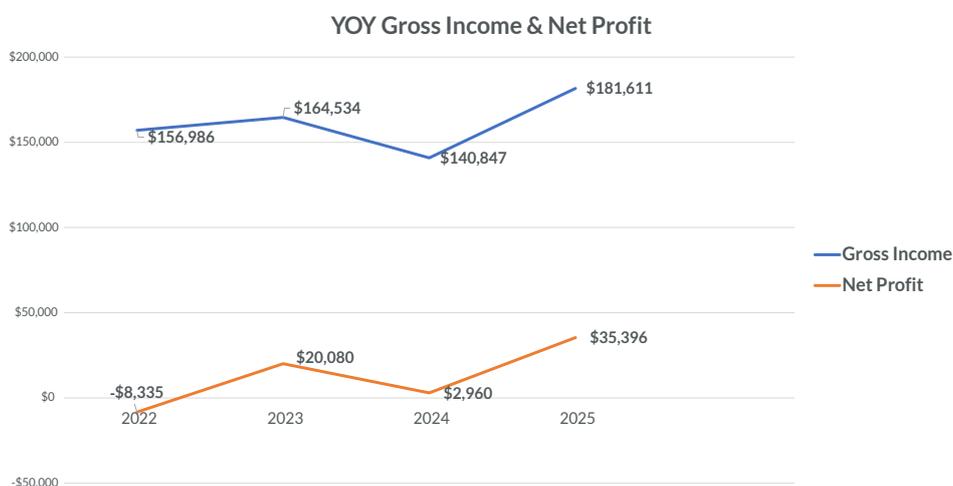
- Total Equity and Liabilities** for FY2025 stands at **\$265,893**, including a grant disbursement of \$50,000 from the National Youth Council for the Gen2050 project. This represents a 49% increase from FY2024.

As of FY2025, **IPRS Cash and Cash Equivalent** stands at **\$196,490**, which represents a 15% increase from FY2024.



- Gross income** is at **\$181,611**, a **28.9% increase** from FY2024. Total Net Income (Education, Membership Fees, Programmes and Other Income (sponsorship) for 2025 stands at \$130,978. This is a 36% increase from \$96,247 in FY2024.

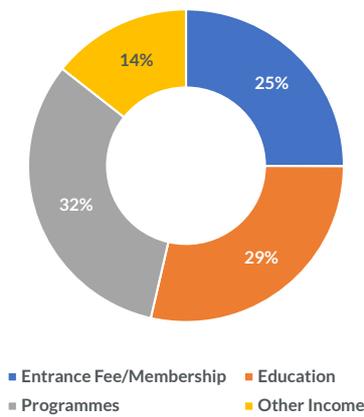
**Net Profit** before tax is at **\$35,396**, a significant improvement from \$2,960 in FY2024.



# HONORARY TREASURER'S REPORT

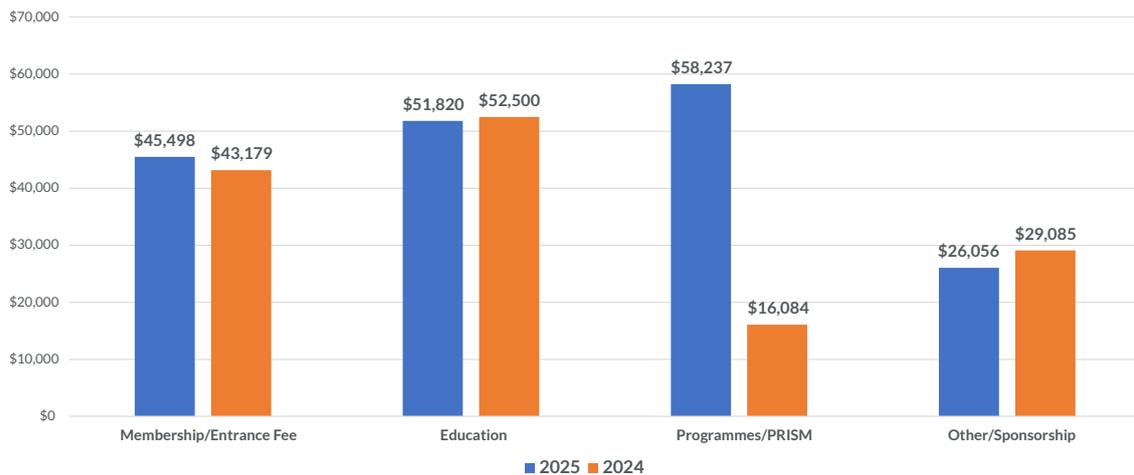
3.1 For FY2025, IPRS income sources were: **Programmes (32%), Education (29%), Membership/Entrance Fees (25%), and Other Income (sponsorship) (14%).**

FY2025 Income Sources



3.2 On a year on year basis, in FY2025 there was a significant increase (+262%) in Programmes/PRISM income. Income from membership/entrance fees, education and other income/sponsorship remained stable.

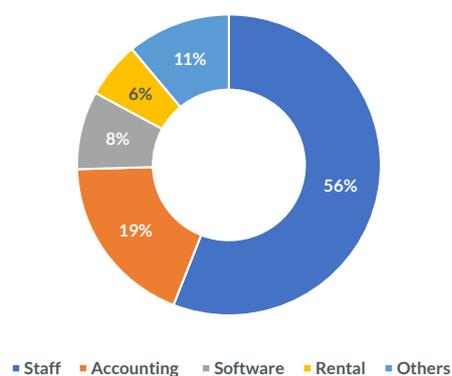
YOY Income [before programme costs]



# HONORARY TREASURER'S REPORT

3.3 **Operating expenses** remain stable at **\$93,691**, with Staff (56%) and Accounting/Audit Fees (19%) forming over 70% of expenses.

FY2025 Operating Expenses  
\$93K



## 4. Outlook & Recommendations

FY2025 closed on a positive note for the IPRS, with significant growth and greater stability observed in our Cash at Bank, Total Income as well as Net Profit. The strong results reflect the continued relevance and quality of our activities in the past year, most notably the PRISM Awards.

Since 2025, a portion of the IPRS reserves has been placed in a time-limited fixed deposit to earn interest. We expect to expand this allocation as greater financial resilience is achieved over time through our marquee activities, namely the PRISM Summit and PRISM Awards.

**Cindy Lim**

*Honorary Treasurer*

*IPRS Council 2025/27*

# MEMBERSHIP TEAM'S REPORT

## Rolling 4-year Membership:

Membership Counts	2025	2024	2023	2022
Corporate	32	26	25	22
Accredited	37	42	45	45
Full	41	51	63	57
Associate	8	8	13	11
Affiliate	40	16	17	22
<b>Total</b>	<b>158</b>	<b>143</b>	<b>163</b>	<b>157</b>

## Membership in 2025:

Membership Counts	New Members	Expired Memberships	Variance
Corporate	8	2	5
Accredited	2	7	-5
Full	10	20	-10
Associate	4	4	0
Affiliate	27	3	24
<b>Total</b>	<b>51</b>	<b>36</b>	<b>15</b>

# MEMBERSHIP TEAM'S REPORT

IPRS collaborated with various stakeholders to curate and host activities attuned to emerging interests. The frequency of our events increased, reaching an almost monthly pace. We also implemented campaigns aimed at attracting new members.

Members were invited to speak and contribute on various platforms to share their knowledge and expertise, such as the Gen2050 youth mentoring programme in partnership with the National Youth Council and KPMG.

Overall membership increased, primarily driven by significant growth in Affiliate and Corporate Memberships. However, Full and Accredited Memberships continued their decline in 2025.

While these initial results are promising, they suggest the Council should focus on optimising the membership experience, and removing points of friction. Moving forward, a key focus for the Council will be to ensure member activity topics remain relevant to current industry developments.

*Prepared by Membership Team*

**Kelvin Koh**

**Jini Pillai**

**Cindy Lim**

# MEMBERSHIP TEAM'S REPORT

## New Members

### Corporate:

KPMG in Singapore  
Temasek International  
APCO Worldwide  
Edge Digital  
Digital Media Innovations Singapore Pte. Ltd.  
Golin Group Singapore  
Media OutReach Newswire  
GIC Pte. Ltd.

### Accredited:

Annette Pau, SUSS  
Jeanie Lee, KPMG in Singapore

### Full:

Cassie-Anne Low, ResMed  
Aishah Akbar, Marina Mathews Communications  
Louise Veitch, Aspectus Group  
Arisha Vasandani, Marina Mathews Communications  
Justin Chew, Peoples' Association  
Angelina Ong, Singapore University of Social Sciences  
Edwin Wong, Nestle Singapore (Pte) Ltd  
Rhian Robinson, Battenhall  
Dalvinder Jeet Kaur, PRecious Communications

### Associate:

Joey Leong, CBM Pte Ltd  
Kelvin Ke Jinde, Xi'an Jiaotong-Liverpool University  
Daniel Tan, Munich Re  
Esther Lew, Lew PR

### Affiliate:

Oon Bee Hong  
Reuben Chen, GLS Group  
Priscilla Teo, Cargill  
Teng Yu Ching, Telum Media  
Gina Ho, Mitsubishi Heavy Industries Asia Pacific Pte. Ltd.  
Chua Kong Ho, Temu  
Karishma Kataria, Redhill  
Shirley Liu, Agency Software worldwide Pte Lid  
Yvonne Chan, The Great Room  
Nadiyah Farwizah, Olief  
Chang Loong Lee, CHIJ Sanctuary for Children Limited  
Lynette Lioe, Avaloq  
Elizabeth Too, Cision PR Newswire  
Aditi Sridhar, Private Infrastructure Development Group (PIDG)  
Eveline How, Manulife Singapore  
Muhaimin Ali, Special Olympics Singapore  
Jesline Wong, Singapore Fashion Council

# ACCREDITATION TEAM'S REPORT

## Accredited Members

IPRS will place greater emphasis on revitalizing membership and community engagement by launching “Give-Back” workshops and networking events.

Several long-time Full Members received Accreditation, namely Annette Pau (SUSS) and Jeanie Lee (KPMG in Singapore).

## Accredited Members Contribution

The IPRS would like to acknowledge the contributions of Annette Pau and 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.

Special thanks to James Brasher from Rice Communications for hosting the Fireside Chat: AI, Comms & the Future of Work at his office.

The Council wishes to also thank the following 19 Accredited Members for their participation in the jury panel at the IPRS PRISM Awards 2025:

- Anirudh Sharma
- Annette Pau
- Christina Celestine
- Clarence Fu
- Danny Tan
- Dawn Low
- Eric Chan
- Gerry De Silva
- Illka Gobius
- James Brasher
- Jennifer Alejandro
- Koh Juat Muay
- Lily Lim
- Nisar Keshvani
- Pranav Rastogi
- Praveen Randhawa
- Selvi R
- Tham Kok Wing

In addition, special thanks to Annette Pau, Adrian Heng, Illka Gobius, Praveen Randhawa and Jennifer Alejandro for stepping up to be a Mentor at the Gen2050 Youth Action Programme.

The IPRS Accreditation Board and its members will remain the ‘gold standard’ for Communications leadership in Singapore. The Board and its members will continue to enhance the Communications profession’s credibility through mentorship, guidance, and expert sharing, ensuring it remains a strategic ally for the C-Suite and a driver of organizational trust.

# ACCREDITATION TEAM'S REPORT

## Accreditation Board 2025/2028

### Chairperson

Selvi R  
IPRS Council

### Advisor

Lina Poa  
Head  
Corporate Communications & Investor Relations  
ST Engineering

### Board Member

Anirudh Sharma  
Director  
Communications & Strategic Relations  
Duke-NUS Medical School

### Board Member

Dawn Low

### Board Member

Gerry Francis De Silva  
Head, Group Corporate Affairs  
Hong Leong Group Singapore

### Selvi R

Accreditation Team

### Board Member

James Brasher  
Managing Partner  
Rice, A FINN Partners Company

### Board Member

Kathy O'Brien  
Managing Director  
Red Shoe Communications

### Board Member

Nisar Keshvani  
Asst Dean of Communications and Public Affairs  
Northwestern University in Qatar

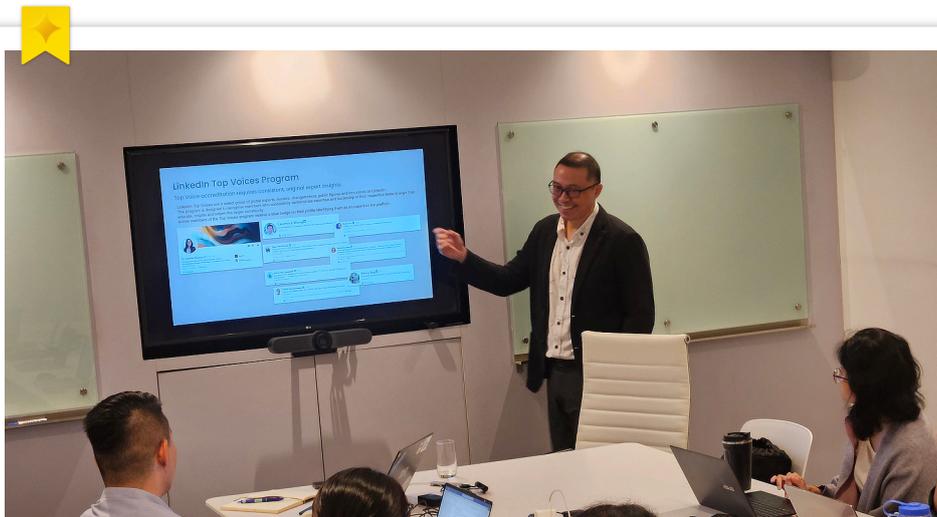
### Board Member

Ross Gan  
President  
IPRS

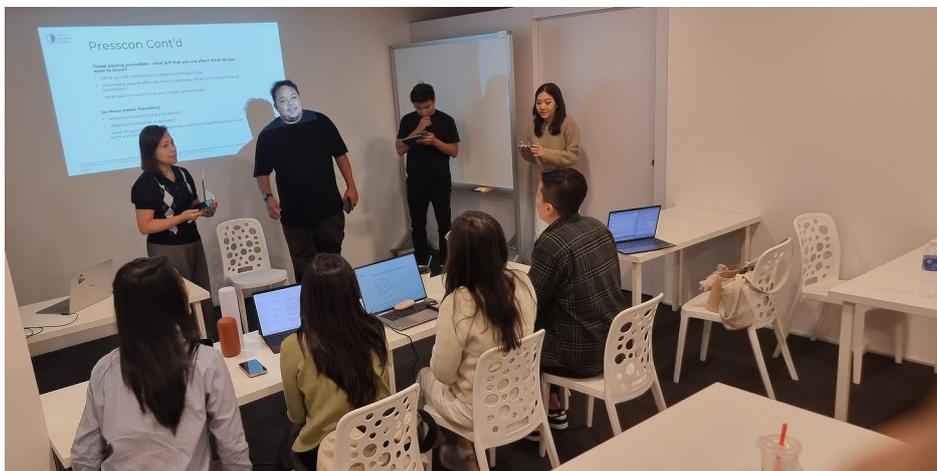
# TRAINING TEAM'S REPORT

IPRS's training program continued steadily in 2025, 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 communications professionals.

In 2025, we held 1 intake of the Professional Certificate program and 3 intakes of the Introduction to PR program, training a total of 47 participants. IPRS also launched its inaugural Masterclass Workshops in November 2025 featuring former LinkedIn News Editor, Adrian Tay, which saw 10 attendees. Initial responses to our masterclasses show demand for focused and in-depth classes, and we hope to expand our offerings going into 2026.



November 2025: IPRS Masterclass by Adrian Tay.



July 2025: IPRS Introduction to Public Relations and Mass Communication workshop

# TRAINING TEAM'S REPORT

## Introduction to Public Relations & Mass Communications:

Intro to PR	2025	2024	2023	2022	Total
Workshops Conducted	3	3	3	1	10
Total Trained	34	29	31	10	104

## Professional Certificate In PR & Mass Communications:

Prof Cert	2025	2024	2023	2022	Total
Workshops Conducted	1	1	1	2	5
Total Trained	5	8	6	17	36

## Looking Ahead

We are encouraged by the enduring demand for IPRS training and remain committed to providing foundational and executive leadership education. As the industry landscape evolves, IPRS will explore new scalable pathways and partnerships with programmes that enable us to continue to empower practitioners across various stages of their careers.

Last year, we piloted a new Masterclass format, focused on the more technical aspects of our craft. The inaugural session on LinkedIn Branding was delivered in November 2025 and was well-received. We expect to offer new programmes in 2026/2027.

*Vanessa Wan*  
Training Team

# YOUTH ENGAGEMENT REPORT

## Youth Engagement

Young people do not need to wait until they are older to make a difference. They are already asking the hard questions, challenging assumptions, and imagining a world that communicates more honestly, with greater empathy and purpose. In a landscape being rapidly reshaped by artificial intelligence, digital disruption, and shifting public trust, the communications profession needs this generation – not eventually, but now.

Through structured partnerships with universities, polytechnics, and other institutions of higher learning, IPRS has created early-exposure opportunities in corporate communications, public affairs, digital storytelling, and AI-enabled reputation management. Student members engaged in dialogue sessions, networking engagements, and learning visits – interacting directly with agency leaders and in-house communications professionals to demystify the profession and clarify career pathways.

Youth participation in events such as the PRISM Awards further reinforced professional standards, ethics, and measurable impact as benchmarks of excellence. The Council expresses deep appreciation to students for their enthusiastic participation and to the student advisors for their dedicated guidance.

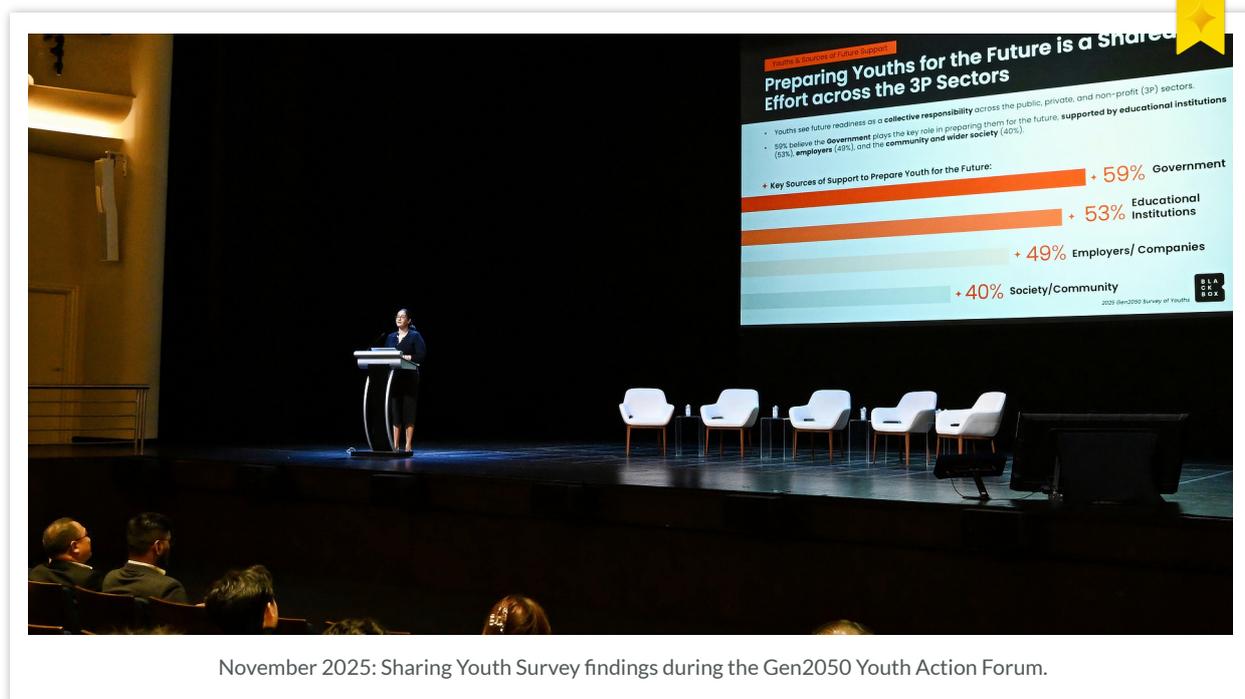
## Membership

Membership	2025	2024	2023
Student Members	182	100	44
New Student Members	90	100	44

## IPRS Student Chapters

- Temasek Polytechnic
- University of Newcastle, Singapore
- National University of Singapore
- Singapore University of Social Sciences
- PSB Academy
- Republic Polytechnic
- Murdoch University
- Singapore Polytechnic
- Singapore Institute of Technology
- The Singapore University of Social Sciences

# YOUTH ENGAGEMENT REPORT

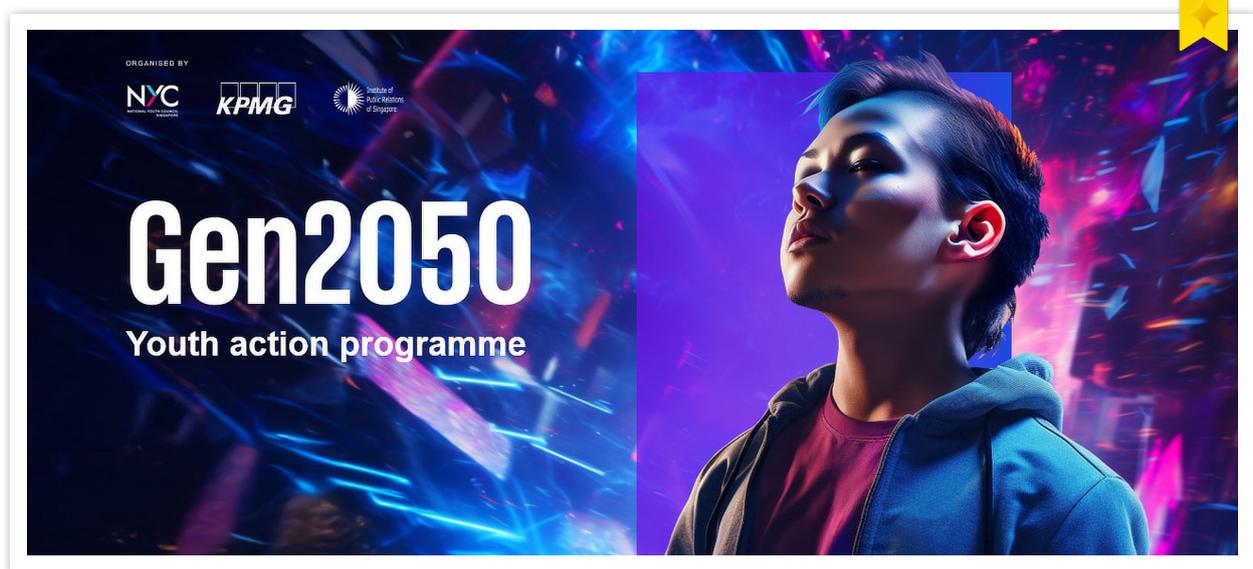


## Gen2050: Driving Youth Action on Social Sustainability

The defining highlight of IPRS's youth engagement this year was the launch of Gen2050 — a structured youth action programme co-designed and delivered in tripartite collaboration with the National Youth Council (NYC) and KPMG in Singapore. Unveiled on 5 June 2025 as part of Singapore's SG60 commemorations, the programme was officially launched by Ms Goh Han Yan, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth & Ministry of Sustainability and the Environment.

Anchored by the rallying call "Step Up, Speak Out, and Be in Front", Gen2050 is a movement to nurture socially conscious leaders who can identify pressing challenges, craft credible solutions, and communicate them with conviction. The programme aims to reach more than 1,000 youths across Singapore from diverse disciplines and backgrounds. Within the tripartite partnership, IPRS's role is central: equipping participants with the strategic communication skills to amplify the reach and credibility of their ideas — because great ideas make their biggest impact when communicated clearly and authentically.

# YOUTH ENGAGEMENT REPORT



## Track A – Structured Accelerated Programme

Track A selected 42 participants for an intensive, mentorship-driven journey supported by 10 youth mentors, 16 youth leader facilitators, and 5 industry speakers. Four core modules took participants through: landscape analysis of social issues; developing measurable project proposals; stakeholder management; and the art of the compelling pitch. Seven teams were ultimately awarded seed funding – 2 teams receiving S\$5,000 each and 5 teams receiving S\$3,000 each, totalling S\$25,000 invested in youth-led social change.

IPRS-accredited members served as communications and advocacy mentors and sat on the judging panel – ensuring that the communications dimension of each pitch was assessed with the same rigour as commercial viability and social impact. IPRS also oversaw grant disbursement and project accountability, verifying milestones and ensuring funding was disbursed transparently in stages tied to real-world progress. This was stewardship in practice: holding the space between ambition and accountability.

## Track B – Youth Dialogue Series & Gen2050 Youth Action Forum

Track B drew close to 600 registrations across curated dialogues with policymakers, industry professionals, and peers – spanning AI, sustainability, mental health, and digital equity. Insights gathered directly feed into the SG Youth Plan, NYC's five-year action plan reflecting the hopes of young Singaporeans.

The centrepiece was the Gen2050 Youth Action Forum on 25 November 2025, built around the central questions "Are youths aware? Do youths care?" Participants engaged with Mr Dinesh Vasu Dash, Minister of State, Ministry of Culture, Community and Youth & Ministry of Manpower, alongside industry leaders, with live findings from a Blackbox Research poll of 1,000 youths and real-time audience polling, ensuring a genuinely two-way conversation.

# YOUTH ENGAGEMENT REPORT

The Forum's Youth Competencies Zone brought the future to life through three gamified experiences: "Portrait of the Future" (using generative AI to co-create a collaborative digital artwork); "Menu of Tomorrow" (navigating sustainability, profitability, and inclusivity through an economic rice stall simulation); and "The Future of Work" (a board game developed with Workforce Singapore to stress-test career readiness against market shocks).



June 2025: Student sharing during the Launch of the Gen2050 Youth Action Plan.



September 2025: Gen2050 Facilitator Training session

## What the 1,000-youth poll revealed

Top competencies for workforce success (as identified by youth):

- Communication & interpersonal skills – 33%
- Adaptability & lifelong learning – 32%
- Analytical & critical thinking – 31%

*Support gaps: 65% need more help with career planning; 58% with financial planning.*

For IPRS, the poll's findings were deeply affirming: young people themselves recognise that communication – with clarity, credibility, and authenticity – is not a peripheral skill but a core one for anyone who aspires to lead. As IPRS President Ross Gan noted, in a post-truth world shaped by social media and AI, the capacity to communicate and engage stakeholders for positive impact has never been more relevant. Communication is the force multiplier that determines whether good ideas take root.

# YOUTH ENGAGEMENT REPORT

## Strategic Partnership with KPMG & Looking Ahead

Alongside Gen2050, IPRS formalised a dedicated two-year bilateral partnership with KPMG in Singapore on 5 March 2025. Uniting complementary strengths around a shared purpose, the partnership creates structured pathways for students and emerging professionals to access industry insight through knowledge exchange, professional networking, and skills development – with a dual focus on communications and advocacy, and sustainability.

A notable early initiative was a personal branding session in June 2025, in collaboration with LinkedIn, that gave participants actionable frameworks for building their professional presence in a competitive, digitally driven job market. Gen2050 itself has been the partnership's most significant expression to date, with KPMG's Leaders 2050 network and implementation capacity complementing IPRS's communications expertise.

## Looking Ahead

Gen2050 represents a new benchmark for IPRS youth engagement – moving from awareness-building to active capability development, from individual touchpoints to a sustained programme with real-world stakes. Looking ahead, a key focus is building AI fluency among the next generation of communications professionals: not mere familiarity with AI tools, but the capacity to combine deep public relations knowledge with strategic AI application. A young communicator who understands stakeholder dynamics and ethical advocacy – and who harnesses AI to extend that impact – is not just efficient. They can be influential.

Beyond capability-building, IPRS remains committed to empowering youth not merely to respond to the world as it is, but to actively shape the world as it should be – giving them platforms to influence policy, tools to mobilise communities, and networks to amplify their voices. The communications profession is at its best when it serves a purpose larger than itself. Investing in young communicators who are socially conscious, globally aware, and equipped to advocate for meaningful change is one of the most consequential things IPRS can do – for the profession, and for Singapore.

*Jeanie Lee*

*Felicia Wee*

*Selvi R*

*Youth Engagement Team*

# IPRS PRISM AWARDS 2025

The Institute of Public Relations of Singapore (IPRS) held its biennial PRISM Awards on 14 November 2025 at the Pan Pacific Hotel, Singapore with over 189 guests in attendance. Celebrating the very best in public relations and communications, the gala luncheon was graced by Guest-of-Honour, Mr Tan Kiat How, Senior Minister of State, Ministry of Digital Development and Information and Ministry of Health.

The PRISM Awards 2025 received a total of 121 submissions across 27 award categories. A total of 71 awards were given out this year, including 46 Merit Awards, 21 Distinction Awards, 2 Outstanding PR Campaign of the Year Awards and 3 Individual Awards.

Singlife and The Hoffman Agency were both awarded Outstanding PR Campaign of the Year, for their “Reimagine Health” and “From Stars to Seas: How OceanX Turned the Tide in S.E.A. Conservation” campaigns, respectively.

This year’s edition shines the light on those who have risen to the current environment characterised by relentless change and perpetual flux. Befitting this year’s theme, the Lifetime Communications Achievement Award was conferred to industry veteran Liu Xiaowei. Singapore Red Cross’s Benjamin William bested several others to be named Outstanding Communications Champion. The other People awards given out were Outstanding Communications Leader and Outstanding Communications Student.

In the popular Outstanding Regional Campaign category, The Hoffman Agency emerged as the winner. Other highlights include Ruder Finn Asia, and Peace of Art supported by Kyrrah & Song Advisory, both winning the Outstanding Campaign by a NGO or NPO award. The latter and Singlife each took the Distinction award for Best Use of Storytelling in a Campaign.



Lifetime Communications Achievement Award winner, Liu Xiaowei



# IPRS PRISM AWARDS 2025

The distinguished panel of 34 judges comprised senior Communication practitioners, leading Communication academics, senior media representatives, professionals, business leaders and IPRS Council Members.

The IPRS is deeply heartened by the strong support from the industry – from the generous support of the esteemed judges and sponsors, to the large number of submissions received.

PRISM Awards 2025 was supported by:

- Platinum Sponsor: Media Outreach Newswire
- Silver Sponsors: Truescope and Rothman & Roman.
- Sponsor: Notified.
- Official partners: Edge Digital and The Hoffman Agency.

Since 1987, the IPRS has presented the PRISM Awards biennially to honour the very best in the communications industry. Today PRISM remains one of the most prestigious awards. The winning entries and the winners this year reveal a singular story - the resilience of our people, the ingenuity of the campaigns and strength of the organisations that continue to thrive in an evolving local and global communications landscape.

The qualifying period for the 2025 PRISM Awards was from 1 July 2023 to 30 August 2025. The next IPRS PRISM Awards will be in 2027.

**Vanessa Wan**

*Chair, IPRS PRISM Awards 2025*

# IN APPRECIATION

The President and IPRS Council 2025/2027 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 2025 a successful year.

## IPRS PRISM Awards 2025 Corporate Sponsors

Platinum Sponsor: Media Outreach Newswire

Silver Sponsors: Truescope and Rothman & Roman

Sponsor: Notified

## IPRS PRISM Awards 2025 Official Partners

Edge Digital

The Hoffman Agency

## PRISM Awards 2025 Judges

Anirudh Sharma, Duke-NUS Medical School

Annette Pau, SUSS

Christina Celestine, Philip Morris international

Clarence Fu, Eko Advisors

Cruz Teng, DZY

Danny Tan, Grayling Singapore

Dawn Low

Eric Chan, PR Communications

Gerry de Silva, Hong Leong Group

Ho Chin Ann, APCO

Ilka Gobius, Pinpoint PR

James Brasher, RICE, A FINN Partners Company

Jennifer Alejandro, Inchape plc

Jennifer Kok, Media OutReach Newswire

Jini Pillai, Aon

Julie Yeo, UBS AG

Kelvin Koh, Truescope Singapore

Kenny Yap, Havas Play

Koh Juat Muay, Nano-E

Lai Tuck Weng, Edge Digital

Leslie Tan, Ngee Ann Polytechnic

Lily Lim, Temasek Poly

Maureen Tseng, The Hoffman Agency

Nisar Keshvani, Northwestern University in Qatar

Pranav Rastogi, Wachsman

Praveen Randhawa, Leon Communications

Sarada Chellam, Sandpiper

Selvi R, IPRS Council

Serene Loo, Shell

Terence Quek, Singapore Institute of Directors

Tham Kok Wing, Singapore Business Federation

Yeo Su Lin, SMU

Zsofia Balatoni, Rothman & Roman Group

# IN APPRECIATION

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Rice Media

## IPRS Honorary Legal Advisor

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## Student Chapters Advisors

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Anjna Nihalani, Murdoch University  
Brian Lee, Singapore University of Social Sciences  
Colin Smith, University of Newcastle  
Eng Yu Fan, National University of Singapore  
Falilah Mohamed, PSB Academy  
Greg Danker, Republic Polytechnic  
Lily Lim, Temasek Polytechnic  
M. Thiyagaran, Singapore Polytechnic  
Tania Lim, Singapore University of Social Sciences



**Institute of Public Relations  
of Singapore**

**ANNEX C**

# Financial Report 2025

12<sup>th</sup> March 2026



# Institute of Public Relations of Singapore

Society Registration No: S70SS043L

Incorporate in Republic of Singapore

## Statement of Financial Position As at 31 December 2025

	<u>Note</u>	<u>2025</u> S\$	<u>2024</u> S\$
<b>ASSETS</b>			
<b>Non-current assets</b>			
Plant and equipment	4	938	-
Total non-current assets		938	-
<b>Current Assets</b>			
Trade receivables	5	17,170	5,830
Other receivables	6	51,295	1,296
Cash and cash equivalents	7	196,490	170,857
Total current assets		264,955	177,983
<b>TOTAL ASSETS</b>		<u>265,893</u>	<u>177,983</u>
<b>ACCUMULATED FUNDS AND LIABILITIES</b>			
<b>Current liabilities</b>			
Trade and other payables	8	63,486	10,972
Total current liabilities		63,486	10,972
<b>TOTAL LIABILITIES</b>		<u>63,486</u>	<u>10,972</u>
<b>Accumulated funds</b>			
Accumulated funds		202,407	167,011
Total funds		202,407	167,011
<b>TOTAL ACCUMULATED FUNDS AND LIABILITIES</b>		<u>265,893</u>	<u>177,983</u>

# Institute of Public Relations of Singapore

Society Registration No. S70SS043L

(Incorporated in the Republic of Singapore)

## Statement of Income And Expenditure For The Financial Year Ended 31 December 2025

	<u>Note</u>	<u>2025</u> <u>S\$</u>	<u>2024</u> <u>S\$</u>
<b>Revenue</b>			
Income	9	155,555	111,763
<b>Cost of revenue</b>			
Direct cost	10	(102,524)	(44,600)
<b>Gross profit</b>		<u>53,031</u>	<u>67,163</u>
Other income	11	76,056	29,085
		<u>129,087</u>	<u>96,248</u>
<b>LESS: Expenditure</b>			
Operating expenses	12	(93,691)	(93,288)
<b>Total Expenditure</b>		<u>(93,691)</u>	<u>(93,288)</u>
<b>Surplus for the year</b>		35,396	2,960
<b>Taxation</b>	13	-	-
<b>Net surplus for the year</b>		<u>35,396</u>	<u>2,960</u>
Other comprehensive income for the year		-	-
<b>Total comprehensive income for the financial year</b>		<u><u>35,396</u></u>	<u><u>2,960</u></u>

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# Institute of Public Relations of Singapore

Society Registration No. S70SS043L  
(Incorporated in the Republic of Singapore)

## Statement Of Changes In Accumulated Funds For The Financial Year Ended 31 December 2025

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	<b>Accumulated Funds</b>	<b>Total Funds</b>
	\$	\$
Balance at 1 January 2024	164,051	164,051
Total comprehensive income for the financial year	2,960	2,960
Balance at 31 December 2024	<u>167,011</u>	<u>167,011</u>
Total comprehensive income for the financial year	35,396	35,396
Balance at 31 December 2025	<u><u>202,407</u></u>	<u><u>202,407</u></u>

# Institute of Public Relations of Singapore

Society Registration No. S70SS043L

(Incorporated in the Republic of Singapore)

## Statement of Cash Flows For The Financial Year Ended 31 December 2025

	<u>Note</u>	<u>2025</u> S\$	<u>2024</u> S\$
<b>Cash flows from operating activities</b>			
Surplus for the financial year		35,396	2,960
Adjustments :			
Depreciation charges		361	9,445
<b>Operating surplus before working capital changes</b>		<u>35,757</u>	<u>12,405</u>
Trade and other receivables		(61,339)	(1,434)
Trade and other payables		52,514	(3,888)
<b>Net cash generated from operating activities</b>		<u>26,932</u>	<u>7,083</u>
<b>Cash flows used in investing activities</b>			
Purchases of plant and equipment		(1,299)	-
<b>Net cash used in investing activities</b>		<u>(1,299)</u>	<u>-</u>
Net increase in cash and cash equivalents		25,633	7,083
Cash and cash equivalents at the beginning of the financial year		170,857	163,774
<b>Cash and cash equivalents at the end of the financial year</b>	7	<u><u>196,490</u></u>	<u><u>170,857</u></u>



**Institute of Public Relations  
of Singapore**