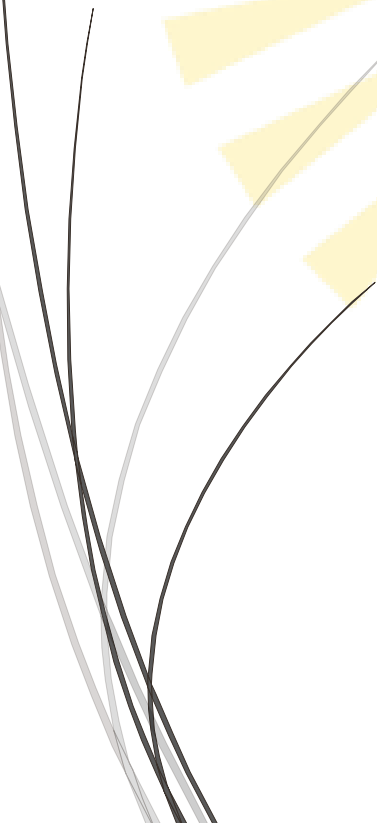





Institute of
Public Relations
of Singapore

52nd Annual General Meeting

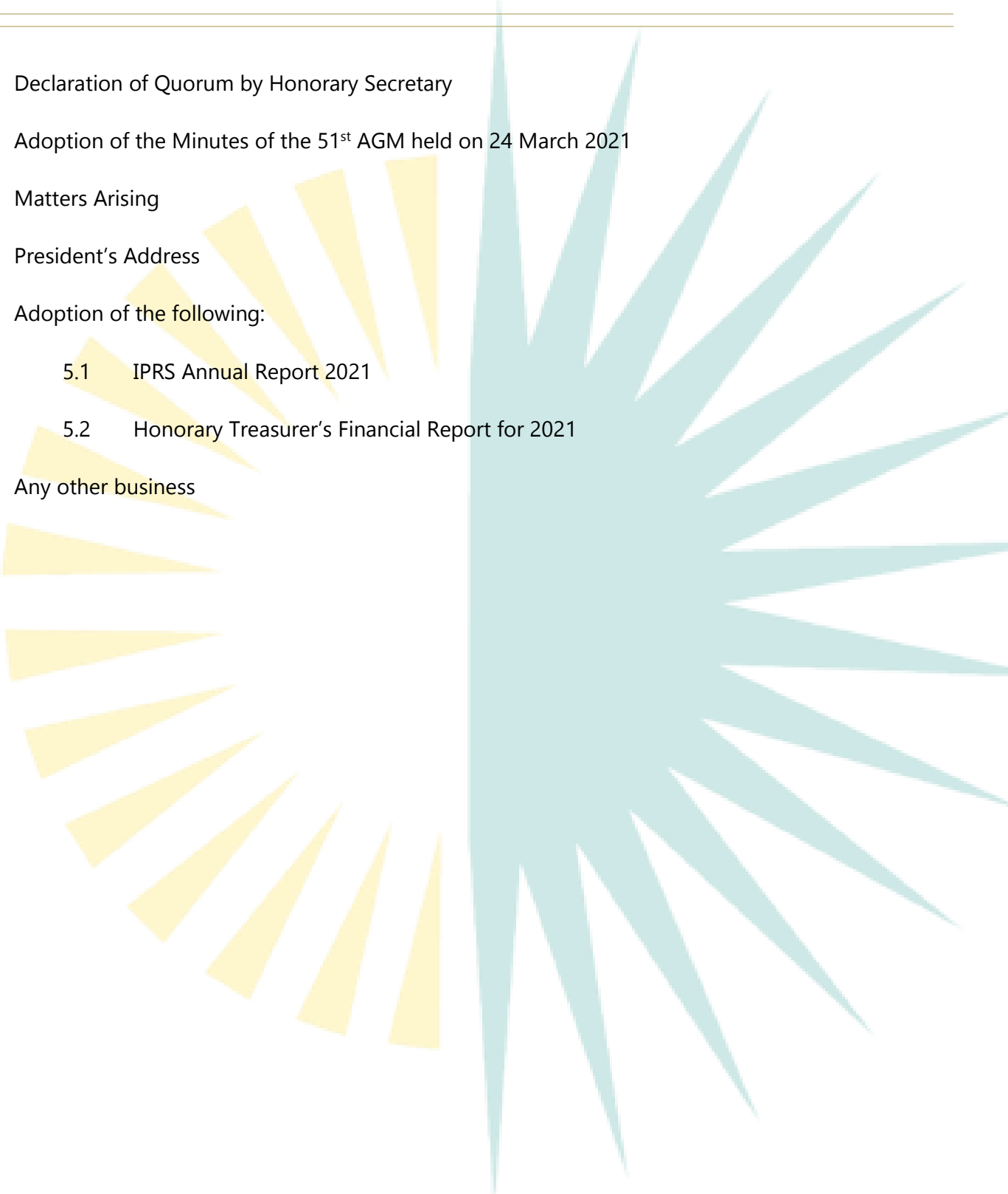
Institute of Public Relations
of Singapore
30th March 2022



CONTENT

- 
1. Agenda of the 52nd Annual General Meeting (30th March 2022)
 2. Minutes of the 51st Annual General Meeting held on 24th March 2021 **(Annex A)**
 3. IPRS Annual Report 2021 **(Annex B)**
 4. IPRS Financial Report for 2021 **(Annex C)**

AGENDA FOR 52nd AGM

1. Declaration of Quorum by Honorary Secretary
 2. Adoption of the Minutes of the 51st AGM held on 24 March 2021
 3. Matters Arising
 4. President's Address
 5. Adoption of the following:
 - 5.1 IPRS Annual Report 2021
 - 5.2 Honorary Treasurer's Financial Report for 2021
 6. Any other business
- 

**MINUTES OF THE 51st ANNUAL GENERAL MEETING OF THE INSTITUTE OF PUBLIC
RELATIONS OF SINGAPORE**

**Time: 6.30pm to 8.30pm
Date: Thursday, 24 March 2021
Venue: Held virtually via Zoom**

Present: (Voting Members: 28)	
Fellow (Four)	Boh Tiong Yap Bhavani Krishnasamy Chong Kai Lee Kenneth Hickson
Accredited (Twelve)	Lily Lim Justin Fong Marcus Loh Koh Juat Muay Nisar Keshvani Selvi R Gerald De Cotta Robert Conceicao Lisa Bee Fong Lim Dawn Low Moon Yee Tham Kathy O'Brien
Full (Nine)	Ling Wei Ming Chris Lu Jacob Puthenparambil Reynaldo Cutanda Gerardine Donough-Tan Vanessa Wan Yin Fern Lim Cindy Lim Joanna Wong
Associate (Two)	Susie Wee Juliet Samraj
Corporate (One)	PSB Academy: P Ramesh
Non-Voting Members: (One)	
Affiliate (One)	Silvana Velazquez
Non-members (Four)	Hon Legal Advisor's Representative - Su Myat Htun Irene Lim (IPRS Secretariat) Ernst Lim (IPRS Secretariat) Pauline Tay (IPRS Finance)
TOTAL	33

Agenda for 51st AGM

1. Declaration of Quorum by Honorary Secretary
2. Adoption of the Minutes of the 50th AGM held on 23 April 2020
3. Matters Arising
4. President's Address
5. Adoption of the following:
 - 5.1 IPRS Annual Report 2020
 - 5.2 Honorary Treasurer's Financial Report for 2020
6. Election of the following office-bearers for the Council Term 2021 to 2022:
 - 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

1. Declaration of Quorum

1.1 The Honorary Secretary of the Council 2019/2021, Ms Susie Wee, convened the Annual General Meeting (AGM) at 6.30pm. The call for quorum was as follows:

Total number of paid-up voting members as at 24/03/2021	121
Total number of paid-up voting members present	28
Total number of paid-up voting members to constitute a Quorum	31
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 Susie Wee, reconvened the AGM at 7.00 pm and together with President, IPRS, Mr Marcus Loh, welcomed Members present.

2. Adoption of Minutes of the 50th AGM that was held on 23 April 2020

No queries or objections were raised. The Minutes of the 50th AGM were adopted. The motion was proposed by Accredited Member, Ms Koh Juat Muay, and seconded by Accredited Member, Nisar Keshvani, both of whom were present at the 50th AGM.

3. Matters Arising

As there were no matters arising, the Meeting proceeded with the presentation of the President's Report.

4. President's IPRS Annual Report 2019

4.1 The President of the Council 2019/2021, Mr Marcus Loh, then delivered the President's Report which highlighted the Institute's performance in 2020 based on decisions adopted by the Council.

4.2 The impact of Covid-19 had been existential for many organisations with no exception for IPRS, even as a not-for-profit organization. As such, the IPRS Council had to make several changes as follows:

- To stand down an international conference that was originally scheduled for 5 March 2020 to mark the IPRS 50th anniversary celebrations, in addition to several other plans for the Jubilee celebrations.
- Training programs that used to be conducted in-person were affected and income from these courses were halved.

- Student chapter and networking events were also put to paid.
- All these programs, just to name some of them, affected the growth of the Institute's membership base, and the fundamental way in which IPRS goes-to-market.

As such, the Council focused on putting IPRS in a better position to navigate the pandemic. In summary, IPRS made 5 pivots - namely secretariat operations; members and industry engagement; youth and student chapters; senior leaders; and finally, training, skills and partnerships.

4.2.1 Secretariat Operations. Under the leadership of Hon. Secretary. Susie Wee, the Institute was able to resume most of its core functions by the 2nd Quarter, many of which started operations online. This enabled the secretariat team to be operational. In all, IPRS organized and participated in 35 events/activities that reached out to more than 600 Members and non-Members.

4.2.2 Members and industry engagement. IPRS created a virtual townhall series, and pivoted its programs onto digital platforms, so that IPRS members could continue to interact with more industry leaders, some of whom were based overseas.

4.2.3 Youth and Student Chapters. IPRS worked with many of Singapore's tertiary institutes to continue the IPRS drive to bring the PR industry closer to schools. In 2020, IPRS carried out five MOU renewals and other activities with its nine Student Chapters, including the annual get-together (12 November), and created a new Student Chapter in the Singapore University of Social Sciences. In addition, IPRS signed an MOU with Youth Platform Advisory in August. IPRS also made its Affiliate Memberships complimentary to graduating Student Chapter Members amid the pandemic.

4.2.4 Accreditation. A new Accreditation Board was established in 2020. Among several new initiatives, in collaboration with the IPRS Training Committee and the National University of Singapore, the Board assisted to mark a new MOU on the university's new Master's Degree programme. This will ensure graduates are qualified to become Associate Members of IPRS with the required knowledge and skills for the profession. The IPRS Accreditation Board also reviewed and provided feedback on its curriculum. This collaboration benchmarks the NUS degree and is a win-win for both institutions, enhancing IPRS' credibility and status as the Singapore's apex body for public relations.

4.2.5 Training, skills and partnerships. Under Hon. Treasurer, Justin Fong, the team successfully launched a new training initiative in 2020: the online Elevate series which saw four workshops, attended by about 32 participants. Under Justin's lead, IPRS also reviewed its training modules in tandem with Singapore's broader Workforce Skills Qualification framework. In addition, in lieu of the usual face to face workshops, IPRS converted its flagship workshops into a digital format.

4.2.6 Moving forward, IPRS plans to formalize yet another memorandum of understanding with NTUC, to enable IPRS members to leverage upon NTUC's capabilities, IPRS training and skills courses and vice-versa, and harness the network of U-Associate professionals.

4.2.7 The Council' term ended with the IPRS 50th Jubilee: Reset, Rebuild & Reimagine, which was held online in March 2021. The event featured guest-of-honor, Minister in the Prime Minister's Office and Second Minister for Education & Foreign Affairs, Dr Maliki Osman, as well as leading communication practitioners from GIC, WE Communications, Duke-NUS Medical School, and United Women Singapore. The event also saw the pilot screening of a heritage video produced by Council Members Ling Wei Ming and Robert Conceicao, which featured insights by several IPRS' past presidents. Marcus registered a note of thanks to PSA and PSB Academy, who sponsored the event.

4.3 The President concluded his Report with thanks to his fellow Council Members; IPRS Honorary Legal Advisor, Yuen Law LLC; the Auditor, Aric Partners LLP; the IPRS Accreditation Board; the Student Chapter Advisors and Student EXCO Members; the Honorary Secretary, Ms Susie Wee, for organizing and conducting the AGM; Fellow Member, Mr Robert Conceicao, who served as Interim Manager, IPRS Secretariat; the IPRS Secretariat team; and all IPRS Members for their support.

5. Adoption of IPRS Annual Report 2020:

There being no questions on the Annual Report 2020 and the President's Report, the Honorary Secretary called for a voting member to propose that the Annual Report 2020 be adopted. The adoption of the Annual Report was proposed by Accredited Member, Ms Kathy O'Brien, and seconded by Full Member, Ms Gerardine Donough-Tan.

6. Honorary Treasurer's Financial Report for 2020

6.1 The Honorary Treasurer, Mr Justin Fong, presented the Financial Report 2020.

6.2 Total Accumulated Funds and Liabilities at end FY2020 stands at \$218,174, representing a 29.6% (\$91,594) decline from 2019's \$309,768.

6.3 With COVID affecting IPRS activities, Gross Income declined to \$59,050 in 2020. Income was from three main sources: Membership (48%), Courses (52.7%), and other events and programmes (0.3%).

6.4 Expenses comprised three main categories of Administration (70.1%), Cost of Goods Sold (7%) and Operating Expenses (22%). Hon Treasurer noted a slight decrease in our operating expenses.

6.5 Hon Treasurer highlighted several concerns. Income sources are still non-diversified, primarily coming from courses and programs. Secondly, due to the challenging economic climate, income from courses fell drastically from \$79,400 to \$30,525. Income from Programmes such as the IPRS' PRISM Awards, which did not materialize, dropped from \$75,615 to \$200. Efforts to operate more efficiently by reducing administrative and operating expenses, and trainers' fees, have resulted in savings. Unfortunately, these had a marginal impact on IPRS' profit and loss.

6.6 Overall, at the end of 2020, IPRS financial position has weakened. Income from membership alone is insufficient to meet the administrative and operating expenses of IPRS. IPRS would need to explore more income options from Courses as well as Programmes.

6.7 Justin updated members on the status of steps taken in 2020 to improve IPRS' financial health:

6.7.1 Reduced 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. **(Implemented)**

6.7.2 Collaborate with an Approved Training Organization (ATO). With the implementation of Skill Future, IPRS as a non-ATO, is at a significant disadvantage in term of attractiveness to prospective participants. Our collaboration with an ATO will enable IPRS to access government funding. **(In-progress - should be implemented in mid-2021.)**

6.7.1 Online Courses. Due to the growing popularity of online learning via platforms like Udemy and Coursera, the Council proposed working with Accredited Members to develop courses and offer them online. As these courses are not bound by geography, the potential market is international. **(Did not implement – recommended to be implemented in 2021.)**

6.7.2 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, could 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. **(Was not implemented - Not feasible.)**

6.8 In addition, Justin also made recommendations for the year moving forward:

6.8.1 GeBiz. Secretariat should actively bid for GeBiz contracts. To facilitate the bids, a pool of modules can be developed with various trainers which Secretariat can then mix-and-match for the bid.

6.8.2 Monetize IPRS Member/ Mailing List. IPRS should consider introducing a bi-monthly e-Newsletter providing updates on industry developments. Ad spaces for job openings or events ads can be offered.

6.8 Fellow Member, Ms K Bhavani, expressed concerns with the financial status of the Institute. She noted that 2020 had been a difficult year, not just for IPRS, but everyone in general. Moving forward, however, she urged IPRS and the next Council to look at other avenues to bring in revenue, as the future of the Institute is at stake.

6.9 Hon. Secretary, Ms Susie Wee, agreed with Bhavani's comment, and urged Members to come forward and share their ideas with the Council.

7. Adoption of the Financial Report 2020

With no further questions, the Hon Secretary called for a voting member to propose that the Financial Statement for 2020 be adopted. The adoption of the Financial Statement Report 2020 was proposed by Accredited Member, Ms Dawn Low, and seconded by Accredited Member, Ms Selvi R.

8. Election of Council 2021/2023

8.1 The Honorary Secretary of the Council 2019/2021 then announced the dissolution of the Council 2019/2021.

8.2 The floor was then handed over to Accredited Member, Ms Kathy O'Brien, the Returning Officer (RO), to conduct the election of office-bearers for IPRS Council Term 2021/2023.

8.3 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, 10 March 2021.

8.4 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 Five Council Members, had been received. The nominations were as follows:

Nomination for the position of President: Ms Koh Juat Muay

Proposer: Ms Kathy O'Brien

Secunder: Mr Eric Chan

Nomination for the position of Vice-President: Mr Ling Wei Ming

Proposer: Ms Koh Juat Muay

Secunder: Mr Robert Conceicao

Nomination for the position of Honorary Secretary: Ms Juliet Samraj

Proposer: Ms Susie Wee

Secunder: Mr Marcus Loh

Nomination for the position of Honorary Treasurer: Ms Cindy Lim

Proposer: Ms Lily Lim

Secunder: Mr Marcus Loh

Nominations for the positions of Five (5) Council Members: Ms Susie Wee

Proposer: Mr Robert Conceicao

Secunder: Mr Ling Wei Ming

Ms Lily Lim

Proposer: Mr Nisar Keshvani

Secunder: Mr Justin Fong

Ms Yin-Fern Lim

Proposer: Mr James Brasher

Secunder: Ms Koh Juat Muay

Ms Selvi R

Proposer: Ms Koh Juat Muay

Secunder: Ms Kathy O'Brien

Ms Vanessa Wan

Proposer: Mr Nisar Keshvani

Secunder: Mr Marcus Loh

8.5 With no objections from the Members, the IPRS Council 2021/2023 was declared elected by the RO.

8.6 Incoming President, Ms Koh Juat Muay, then introduced the Members of Council 2021/2023.

9. Any Other Business

9.1 The Hon Secretary then opened the floor for questions.

9.2 Fellow Member, Mr Yap Boh Tiong, proposed the incoming Council consider partnering with other Marcomm associations under one umbrella, with each association retaining its identity. Under this partnership, each association will collectively organise courses and streamline their operations under a single Secretariat, which would be a large revenue saving for the associations. Incoming President, Ms Koh Juat Muay thanked Mr Yap for the suggestion.

9.3 Outgoing President, Mr Marcus Loh thanked everyone for their kind support, and noted that whatever happened in 2020 was a team effort. He noted that many things could not have been done without the support of the Secretariat. He noted that the communications landscape was indeed changing and growing, and PR practitioners were increasingly sitting at the table with strategy makers. He noted that Mr Yap's comments were certainly worth keeping in mind, but urged IPRS to ensure that they go into this discussion in a position of power.

9.4 Incoming President, Ms Koh Juat Muay, noted while there were potential benefits in pooling resources but added that the independent identity and brand of each practice needs to be preserved.

10. Closing

As there were no other questions, the Hon Secretary, Ms Susie Wee, thanked all Members for their presence and called the 51st AGM to a close at about 8.30 pm.

Recorded by:



Ms Irene Lim
Acting Head
IPRS Secretariat

Vetted by:



Ms Susie Wee
Outgoing Honorary Secretary

Approved by:



Mr Marcus Loh
Outgoing President



Ms Juliet Samraj
Incoming Honorary Secretary



Ms Koh Juat Muay
Incoming President



Annual Report 2021

Institute of Public Relations
of Singapore
30th March 2022

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 nine 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 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 in the region.

COUNCIL 2021/2022



President	Ms Koh Juat Muay Chief Nano-E
Vice-President	Mr Ling Wei Ming Head of Content Development Voodoo Communications Pte Ltd
Honorary Secretary	Ms Juliet Samraj Marketing & Communications Manager Jet Aviation (Asia Pacific) Pte Ltd
Honorary Treasurer	Ms Cindy Lim Head of Marketing Communications & Digital Lead Singapore Symphony Group
Council Member	Ms Lily Lim Senior Lecturer Temasek Polytechnic
Council Member	Ms Lim Yin-Fern Director, Communications Image Mission
Council Member	Ms Selvi R Communications Leader IBM ASEAN & Singapore
Council Member	Ms Susie Wee Program Executive The Salvation Army Gracehaven Children Home
Council Member	Ms Vanessa Wan Executive Director, Communications, Asia Pacific GE
Council Member (Co-opted)	Ms Gwee Siew Theng APAC Marketing Communications Manager Bruker

Council Member
(Co-opted)

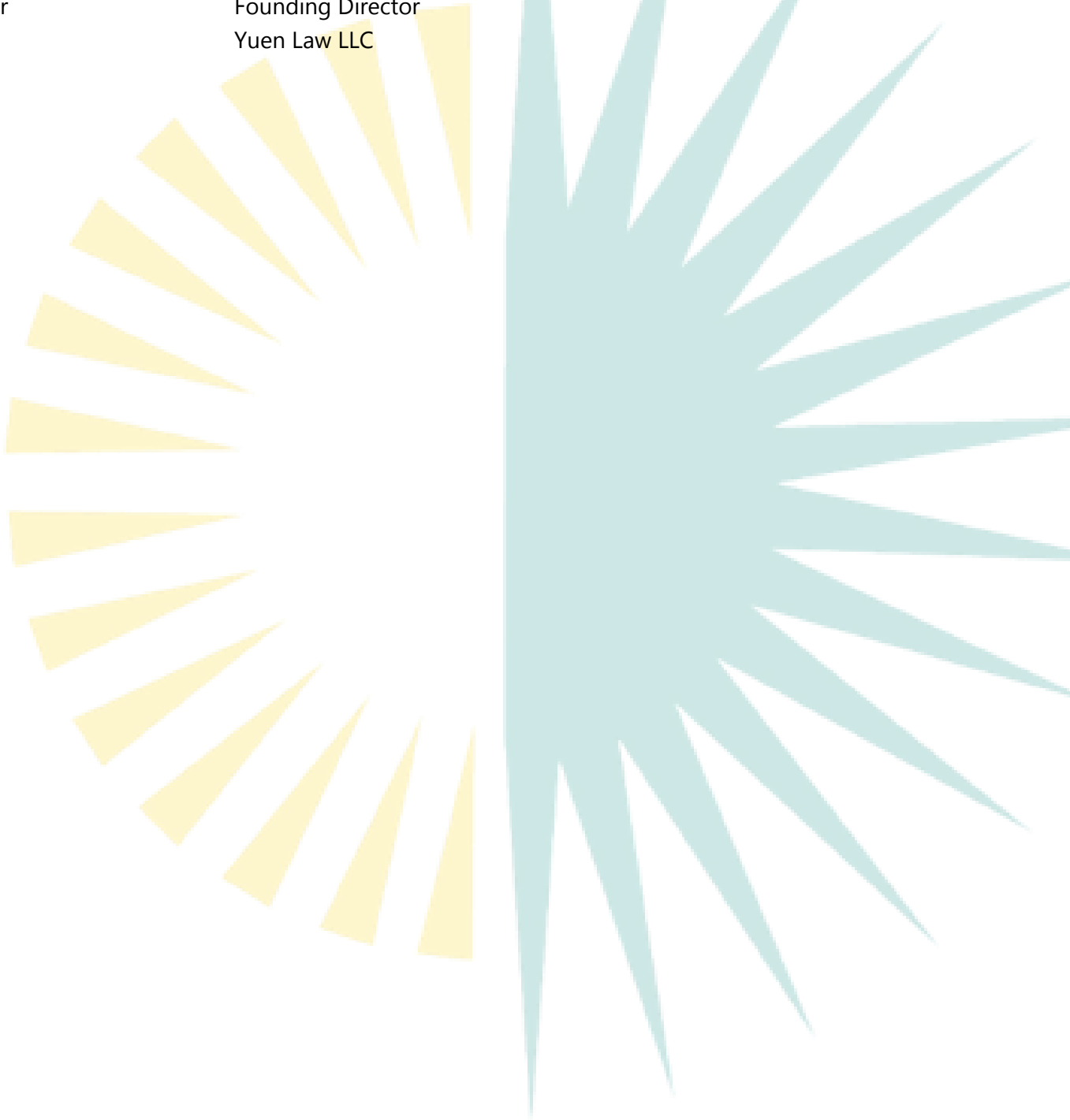
Ms Dawn Low
Cluster Director
IMDA

Immediate Past
President

Mr Loh Bangwei Gregory Marcus
Group Executive Director, Singapore
WE Communications

Honorary Legal
Advisor

Mr Samuel Yuen
Founding Director
Yuen Law LLC



PRESIDENT'S REPORT

Warmest greetings.

We are honored and humbled to be elected on 24th March 2021 to serve on the IPRS Council 2021/2022, and thank Members of the IPRS for their vote of confidence. Our congratulations to previous Council 2019/2020 for their excellent work in steering the IPRS through the early days of the COVID-19 pandemic.

It was at the first Council Meeting in April 2021 that we laid down strategic measures to build the capabilities of the IPRS and grow its membership and standing in the PR and Communications industry to be carried out in the ensuing months. My heartfelt thanks to the Council for their steadfast support and contribution of time, ideas, resources, and inviting connections in their personal network to work with the IPRS. A dream team that did not back away from any task or deemed any to be too small.

Visibility

Hitting the ground running, the first order of business was to drive the visibility of the IPRS through key events, signature training programmes, Student Chapter activities, partnerships and collaboration projects. Members of the IPRS were featured prominently in these events, taking on speaking roles to showcase their domain expertise in current and imminent topics. The results of visibility was an increase in new members and high participation rates across the board culminating in IPRS ending the year on a high with PRISM Awards 2021 in December.

Partnerships, Collaboration & Diversity

The IPRS' prominence in the industry continued with our conscious effort to work with partners - the Singapore Press Club, Advisory SG and to reach out to other organisations – National Volunteer & Philanthropy Centre and its Centre for Non-Profit Leadership, and the Singapore Institute of Directors. The signing of the Memorandum of Understanding with NTUC U-Associates formalised a partnership with one of Singapore's largest network of SMEs and Professionals to jointly organise events and training activities.

Believing that good communications is needed in all conversations, we collaborated with the Singapore Corporate Council Association on a cross-disciplinary event involving members of our IPRS Student Chapters. We launched the IPRS Survey on ESG Communications 2021 in partnership with Black Sun Asia Pacific to poll the level of adoption and understanding of this burgeoning area of PR practice in social and climate reporting.

It was encouraging that doors opened whenever we knocked. The IPRS was a welcome partner for collaborations. A special mention to the 21 Judges for PRISM Awards 2021 who accepted our invitation and dedicated their time for the role and process.

Sustainability

We were keenly aware of the threats (and opportunities) to the viability of the IPRS in the days and years ahead. Regional and new local PR networks with similar mandates challenged the relevance of the IPRS in an expanding and vibrant industry that was increasingly powered by technology. Soul-searching question “Why The IPRS?” kept us on our toes. What can the IPRS truly offer to the individual practitioner, agencies and corporations to help them up their game and take on the next wave of communications challenges?

The Council kept a close watch on management and due diligence in the running of the IPRS operations. We kept our expenses low and worked to raise revenue from training, memberships and sponsorships. The financial challenges of running the IPRS and its viability was top of mind in 2021.

Digital Transformation – A Reset

The Council recognised the impetus to reset and take IPRS into the next 50 years (next decade at the very least). A digital transformation was long overdue. The administrative and operational functions of the IPRS needed a revamp to change the way the IPRS engages with Members and the wider marketplace. A decision was taken to adopt a robust CRM software solution to put in place an efficient membership management and community engagement system. IPRS would then have both the push and pull factors to connect more and work better with members and facilitate member-to-member engagements and exchange.

IPRS President’s Circle

Understanding the significance of building on the history and legacy of the IPRS, we set up the President’s Circle and invited Past Presidents and Senior Members to contribute to a capability fund for the resetting of the IPRS. We are deeply grateful for the successful launch of this fund at the PRISM Awards 2021 and thank the inaugural donors whose contributions have allowed the IPRS to procure the much-needed membership and community management software solution. This system will be up and running by the first quarter of 2022.

PRISM Awards 2021

One of the toughest tasks the Council undertook was a collective decision to hold the PRISM Awards 2021 in hybrid format, in-person and online on 15 December 2021. Strategic decisions were

deliberated and made over the course of several months. Each move felt risky with the many curve balls from a mutating virus. The Omicron variant started its run just days before event day.

The Award was held with great success. Following prevailing rules, we kept everyone safe on-site. We thank all who put their faith in the IPRS and showed up - winners, corporate sponsors Redhill and IN.FOM, Guest-of-Honour Mr Tan Kiat How, Minister of State for Ministry of Communications & Information and the ground team who pulled off a seamless event. It warmed our hearts to see the industry come together in-person.

Beacon

Set up in 1970 by leading PR professionals of the day, cohorts of Council Members have kept the IPRS in place to serve new and veteran practitioners alike. It is the pursuit of this Council to preside over the IPRS of the future by transforming the way we engage and support our practice. The role of PR continues to shine through PRISM – Public Relations In Service of Mankind.

On this note, we thank every member, partner and friend who have joined the IPRS in our 2021 journey. Next up PRISM Summit 2022!

Koh Juat Muay
President

IPRS Council 2021/2022

HONORARY SECRETARY'S REPORT

2021 ushered in the opportunity for the IPRS to work with new council members, ideas and energies against the backdrop of the evolving COVID-19 corporate and social landscape. Building on the experience and insights of 2020, the Secretariat continued to abide by the Singapore Government's safe management measures, paying attention to regulations on workplace measures and social gatherings.

The Secretariat, a lean but effective team of three with strategic input and involvement from the Council Members, continued to leverage digital technologies and tools to raise awareness and visibility of the IPRS, expand its reach to educational and corporate institutions and deepen its engagement with members. These successes were made possible through the use of email marketing platforms, social media and online conferencing tools. Opportunities in the areas of digitization and membership engagement were identified, and efforts to address these opportunities by digitizing legacy processes and evolving to an online cloud-based business model will be undertaken in the foreseeable future.

Notable events which the IPRS organized and executed successfully include the launch of the IPRS Survey on ESG Communications 2020 in Singapore and the region. The findings for the report were released on a session on "Demystifying ESG (Environmental, Social and Governance) Communications" on August 25, 2021. This much lauded online session placed IPRS as a leader in addressing the emerging issue of ESG in the field of communications.

The PRISM Awards, held on December 15, 2021, after much rescheduling and restructuring to accommodate prevailing safe management measures, saw IPRS host its first ever hybrid event with both an online and in-person component held at the Parkroyal Collection Marina Bay. The Awards also introduced the new categories of "Best Covid-19 Pandemic Campaign Pivot", "Best Use of Technology", "Outstanding Environment, Social and Governance (ESG) Communications Programme" to better recognize communications efforts within the current operating environment.

Educating and nurturing the next generation of communicators remains a priority, with the IPRS continuing its "Elevate" training initiative through an online workshop titled "Navigating China's Massive Social Media landscape", as well as its core 'Introduction to Public Relations and Mass Communication' and 'Professional Certificate in Public Relations & Mass Communications' courses with 2 and 1 intake respectively.

Overall, the IPRS achieved participation rates of more than 1,300 from both Members and non-Members across the 35 events and activities which the Secretariat supported from January 2021 to December 2021. Special mentions go to a number of panel discussions and forums which attracted more than 100 attendees each.

The Council thanks the Secretariat team members for their dedication and immense support towards building and growing the IPRS:

- Acting Head – Ms. Irene Lim
- Executive – Mr. Ernst Lim
- Finance – Ms Pauline Tay

Juliet Samraj
Honorary Secretary
IPRS Council 2021/2023



IPRS Events Held from January 2021 to December 2021

We thank members of the IPRS and the many industry leaders and participants who have contributed to an exciting slate of events in 2021!

S/N	Date	Event
1	Jan 8	SP-IPRS Student Chapter Webinar: "Is Data new to Public Relations?" Speaker: Dawn Low AMIPRS, EVP SMRT International, CMO, SMRT Attendees: 70
2	Jan 11	Introduction to Public Relations Course Intake 01-2021 - 11 th – 15 th January Participants: 4
3	Jan 29	IPRS Purpose Series Speaker: Genevieve Hilton, Head of Communications, Asia Pacific, Lenovo Attendees: 30
4	Jan 29	Renewal of IPRS-RP Student Chapter MoU
5	Feb 3	SMRT Corporate Training: How to combat fake news Participants: 11
6	Feb 4	RP-IPRS Student Chapter's "Are You PR-Ready?" Speakers: Selvi R AMIPRS, Communications Lead for IBM ASEAN; Lisa Lim AMIPRS, Head of Corporate Communications BW LPG; Jeremy Seow, MD, Growth and Innovation at Allison+Partners Attendees: 65
7	Feb 9	IPRS Lunar New Year Gathering 2021 Attendees: 15
8	Mar 12	PRISM 50 – Reset, Renew, Reimagine Guest of Honour Dr Maliki Osman, Minister in the Prime Minister's Office & Second Minister for Education and Foreign Affairs, Panelist: Jason Leow, Managing Director, Corporate Affairs and Communications, GIC; Georgette Tan, President of United Women Singapore Anirudh Sharma, Director of Communications & Strategic Relations, Duke-NUS Medical School; Daryl Ho, Managing Director, WE Communications Attendees: 98
9	Mar 24	IPRS 51st AGM and Election of IPRS Council 2021/ 2023 Attendees: 32
10	Apr 21	IPRS-NTUC U-Associates Signing of MOU Melvin Yong, Assistant Secretary-General & Director, U Associate, NTUC Koh Juat Muay AMIPRS, President IPRS
11	Apr 28	Introduction to PR – Intake 02-2021 Participants: 7

S/N	Date	Event
12	Jun 10	<p>IPRS Members Night with a Panel discussion – “Does Internal Communications Drive Company Culture and its Impact on Pandemic Communications.”</p> <p>Moderator Lim Yin Fern, Council Member, Director, Communications, Image Mission Ltd</p> <p>Panelists: Jacob Puthenparambil, CEO, Redhill; Jean Tan, Corporate Affairs Director, Asia, Mars Wrigley; Andy Schmidt, CEO, 6I Communication</p> <p>Attendees: 65</p>
13	Jun 19	<p>SCCA Legal Eagle Challenge 2021 Workshop & Panel Discussion: Law meets Business & Technology – Business in a Social Media Age</p> <p>Panel discussion: Vanessa Wan, Council Member, Executive Director, Communications, Asia Pacific, GE</p>
14	Jun 29	<p>Professional Certificate in PR & Mass Comms Intake 01-2021</p> <p>Participants: 7</p>
15	Jun 24,30	<p>IPRS-Murdoch University Student Chapter Mentor Sessions</p> <p>Mentorship by Koh Juat Muay AMIPRS, President IPRS with 3 students from Student Committee, Charmaine Khong, Karin Lai and Qinthara Fasya</p>
16	July 15	<p>Launch of IPRS Survey on ESG Communication In Partnership with Black Sun Asia Pacific</p>
17	Jul 22	<p>TP-IPRS Student chapter event/webinar – “Personal Branding for Success”</p> <p>Speakers: Marcus Loh AMIPRS Senior Regional Director and Head of Tech, WE Communications; Claire Jedrek TP alumnus, Presenter and Emcee, FOX Sports</p> <p>Attendees: 88</p>
18	Jul 24	<p>SCCA Legal Eagle Challenge 2021 Cross Disciplinary Consultation</p> <p>IPRS-Temasek Polytechnic Student Representative:</p> <p>Daanysh Habel B Isnin Fuzlur Rahman Shahirah Aqilah Binte Samsuri</p> <p>IPRS-Murdoch University Student Representative:</p> <p>Charmaine Khong Yan Shu Yi Winston Danial</p> <p>IPRS-PSB Academy Student Representative:</p> <p>Zhang Guanqun</p>
19	Jul 29	<p>RP-IPRS Student Chapter event “From Campus to Office: The Next Intern”</p> <p>Speakers: Selvi R, AMIPRS (council member, Council chair for AB Committee, Communications Lead for IBM ASEAN; Ms Lydia Lim, ST journalist, Head of SPH schools and Student Publications; Vlade Joyce and Deepanraj Ganesan, both TP alumnus</p> <p>Attendees: 82</p>

S/N	Date	Event
20	Jul 29	Elevate! Workshop – Navigating China’s Massive Social Media Landscape by Candice Yeo, Independent Consultant Participants: 6
21	Jul 30	SSCA Legal Eagle Challenge 2021 Finals Judge Panel: Koh Juat Muay AMIPRS, President IPRS
22	Jul 31	PSB Student Clubs and IPRS Student Chapter – “New Horizons” Webinar by PSB Academy’s Student Clubs Speakers: Marcus Loh AMIPRS, Senior Regional Director & Head of Tech, WE Communications; Johann Annuar, Executive Director, Engineering Good; Dr Sarada Bulchand, Lead Education Associate, Duke-NUS Medical School, Dr Lakshmi Ramachandran, Research Program Manager, Duke-NUS Medical School and Elaine Zhou, CEO, CNEW International. Attendees: 88
23	Aug 11	IPRS Tabao! Lunch Series for New Members Hosted by Lim Yin Fern, Council member, Director, Communications, Image Mission Ltd; 6 new members attended, Andy Schmidt, Camilla Chiam, Christina Celestine AMIPRS, Mary Ng, Nurul Syahira and Dalvinder Kaur. Attendees: 15
24	Aug 17	Advisory SG, Discover+: Corporate Communications & Media Relations Panel Discussion Moderator: Dawn Low, AMIPRS, EVP, SMRT International and CMO, SMRT; Panelists: Tracy Won, Director of Communications, Nparks; Mr Adrian Heng AMIPRS, Senior Counsel, and Nicholas Fang AMIPRS, Founder, Black Dot Pte Ltd Attendees: 246
25	Aug 25	IPRS Member’s Night – “Demystifying ESG in Communications” Moderator Cindy Lim, Hon Treasurer, Head, Marketing Communications & Digital Lead in SSO, Panelists: Jason Leow, Managing Director, Corporate Affairs and Communications, GIC; Valerie Lau, Head South East Asia and Singapore, UBS APAC Sustainable Finance Office and Uantchern Loh, Chief Storyteller, Asia Pacific, Black Sun Group Launch of Report for IPRS Survey on ESG Communications 2021 Attendees: 63
26	Sep 8	Launch of IPRS PRISM Awards 2021
27	Sep 23	Centre For Non-Profit Leadership – Board Connect Forum Series, “Defining Your Organisation’s Public Relations and Media Policy” Speakers: Ani Sharma AMIPRS, Director, Communications & Strategic Relations, Duke-NUS Medical School; Jackie Yu, Deputy Director, Head of Communications, Singapore Pools Pte Ltd and Kathy O Brien AMIPRS, Managing Director, Red Shoe Communications Moderator: Candice Yeo, Independent consultant

S/N	Date	Event
		Attendees: 140
28	Sep 30	<p>Murdoch University Tri-Campuses Alumni “Like Minds Align” webinar: “When crisis is the norm.”</p> <p>Speaker: Vanessa Wan Council member, Executive Director, Communications, Asia Pacific, GE)</p> <p>Participants: 61</p>
29	Oct 14	<p>AB Board Committee Meeting</p> <p>Chaired by Selvi R AMIPRS, Council Member, Chair for AB Committee, Communications Lead for IBM ASEAN).</p> <p>Attendees: AMIPRS - K Bhavani; Koh Juat Muay; Marcus Loh; Nisar Keshvani; Robert Conceicao; Dawn Loh; Linda Lim; Lina Poa; Selvi R; Gerry De Silva; Stephen Forshaw</p> <p>Absent with apologies: Mike Liew; Ross Gan; Kathy O’Brien</p>
30	Oct 20	<p>Graduation ceremony of Intake 01-2021 Professional Certificate in Public Relations and Mass Communication (7 graduates)</p> <p>Lunch Chat: Beyond the Certificate – What’s the Next Step?</p> <p>Speakers: Juliet Samraj, Honorary Treasurer and Selvi R AMIPRS Council Member, Chair for AB Committee, Communications Lead for IBM ASEAN)</p>
31	Nov 1	<p>Kuala Lumpur International PR Conference 2022 (KLIP 2022)</p> <p>“ESG IS NO MSG: Prioritising Your Organisation’s Environmental, Social & Governance Agenda”.</p> <p>Host: Koh Juat Muay AMIPRS, President IPRS</p> <p>Speaker: Tammy Teo, GM of GLOO Communications and Uantchern Loh, Chief Storyteller, Asia Pacific. Black Sun Group</p> <p>Attendees: 400</p>
32	Nov 10	<p>Temasek Polytechnic Student Chapter Virtual Mentorship Session</p> <p>Simultaneous mentoring by 3 industry practitioners on MS Teams</p>
33	Nov 11	<p>IPRS-SP Student Chapter Talk by Candice Yeo, Independent Consultant on Social Media landscape in China</p> <p>Attendees: 160</p>
34	Dec 2	<p>Murdoch-IPRS Student Chapter webinar “Organizations in Action: ESG Communication Today”</p> <p>Speaker: Uantchern Loh, Chief Storyteller, Asia Pacific, Black Sun Group</p> <p>Attendees: 35</p>
35	Dec 15	<p>PRISM Awards 2021 Awards Presentation Ceremony in Parkroyal Collection Marina Bay</p> <p>Guest-of-Honour Mr Tan Kiat How, Minister of State, Ministry of Communications, and Information</p> <p>Attendees: 50 in-person, 81 online</p>

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 FY2021. A summary of the Financial Report is shown below.

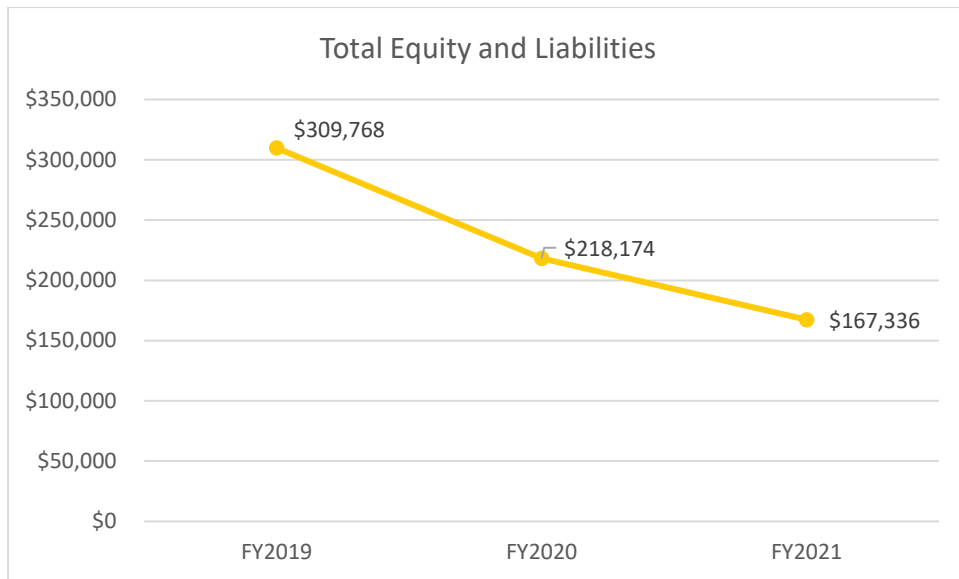
INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

(A Society Registered in Singapore)

BALANCE SHEET AS AT 31 DECEMBER 2021

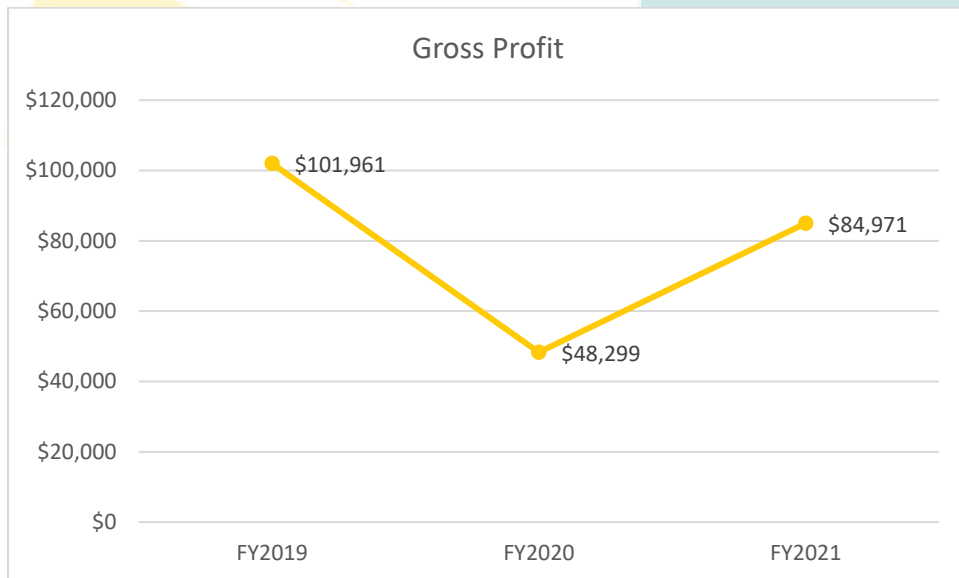
	Notes	2021 S\$	2020 S\$
ASSETS			
Non-current assets			
Plant and equipment	4	1,210	1,540
Current assets			
Account receivables	5	6,215	3,480
Deposits and prepayments	6	5,262	6,533
Cash and cash equivalents	7	154,649	206,621
		<u>166,126</u>	<u>216,634</u>
Total assets		<u>167,336</u>	<u>218,174</u>
EQUITY			
Accumulated fund		152,330	208,734
LIABILITIES			
Current liabilities			
Account payable and other payables	8	<u>15,006</u>	<u>9,440</u>
		15,006	9,440
Total equity and liabilities		<u>167,336</u>	<u>218,174</u>

2. **Total Equity and Liabilities** for FY2021 stands at **\$167,336**. This represents a 23.3% (\$50,838) decline from \$218,174 in FY2020. For a 3-year comparison, FY2020 saw a 29.6% (\$91,594) decline from \$309,768 in FY2019.



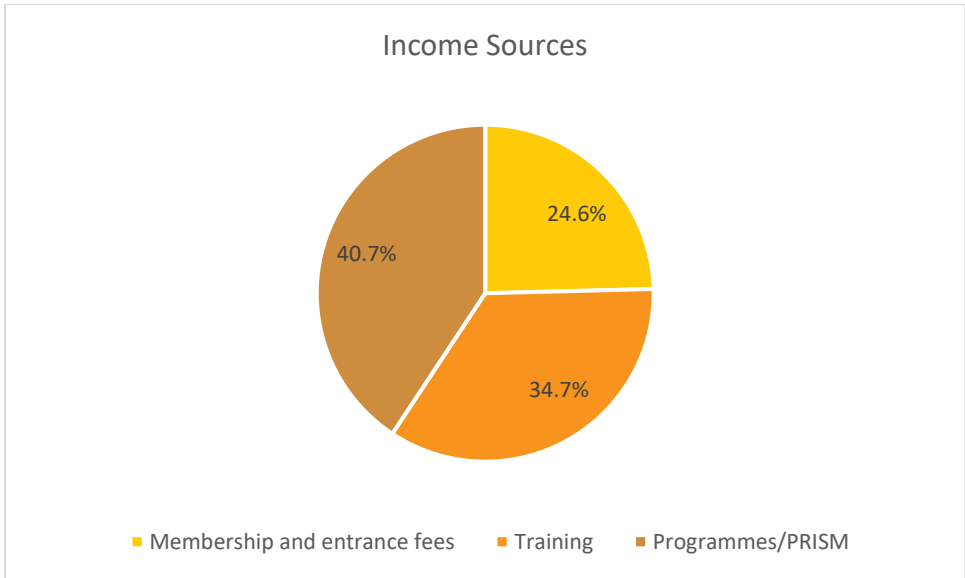
As of FY2021, IPRS **Cash and Cash Equivalent** stands at \$154,649.

3. **Revenue** for FY2021 stands at \$119,076, a 101% (\$60,026) increase from \$59,050 in FY2020. Gross profit improved by 75.9%, from \$48,299 in FY2020 to \$84,971 in FY2021.

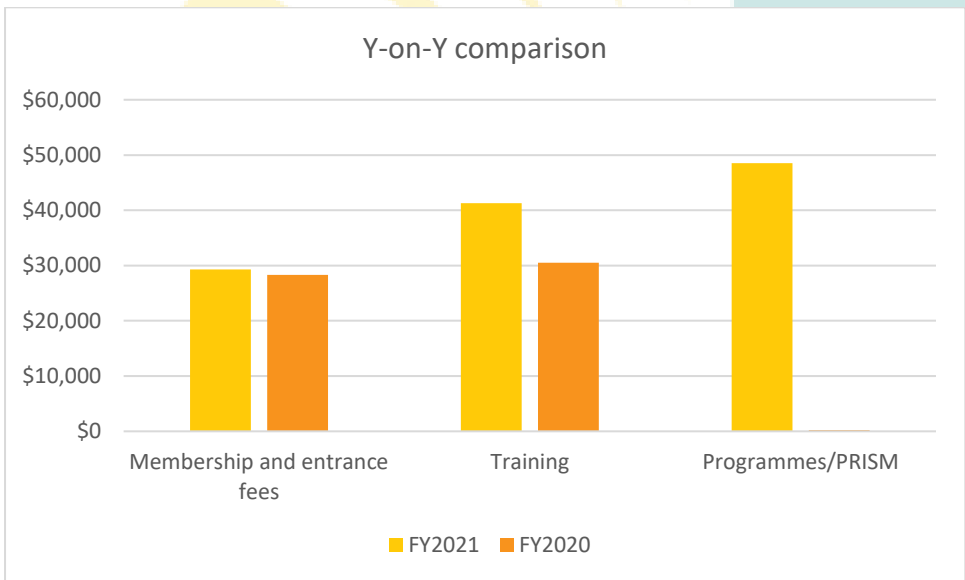


Income

IPRS income sources remain focused on membership, training and programmes such as the PRISM Awards. In FY2021, Membership and entrance fees (\$29,276) accounted for 24.6% of total income; Training (\$41,300) accounted for 34.7%, and Programmes/PRISM (\$48,500) accounted for 40.7%.



On a year to year basis, this marks 35% (\$10,775) growth in training income, and a \$48,300 increase in Programmes/PRISM income arising from the PRISM Awards 2021.



Expenses

Operating expenses stands at \$147,649, a 3.9% increase from FY2020. The biggest expense items were Salaries (75.9%) and Rental (13%). Loss before tax is at \$56,404, compared against \$72,379 in FY2020.

4. Outlook & Recommendations

- 4.1 Overall, at the end of FY2021, IPRS financial position is still weak. Despite a 101% increase in revenue, IPRS is still unable to cover its operating expenses which have remained low.
- 4.2 In order for the IPRS to be sustainable and relevant in the years ahead, IPRS can build on existing flagship events like the PRISM Awards to attract new sponsors and partners. There is

potential to further increase PRISM revenue to pre-pandemic levels, as PRISM 2021 was capped at 50 persons for the live event in 2021 due to prevailing safety measures.

IPRS is also well-positioned to develop new innovative programmes to engage existing members and practitioners and attract new members. This will help IPRS to optimise visibility, outreach, and revenue in the years ahead.

As a recognised training provider, there is potential for IPRS to offer more tailored corporate training workshops upon request.

- 4.3 There is potential to grow the IPRS membership base and to increase membership fees in phases. In FY2022 the new CRM platform will take membership management to the next level, enabling IPRS to manage its relationship with members more effectively and increase its membership pool. Members will also be able to find and connect with fellow members seamlessly on the new platform, creating a virtual IPRS community.

Cindy Lim
Honorary Treasurer
IPRS Council 2021/2023



MEMBERSHIP TEAM'S REPORT

While 2021 continued to be a year of transition as we steadily move out of the shadow of the pandemic, we are pleased to report that IPRS memberships across the five paying categories (Accredited, Corporate, Full, Associate and Affiliate) has seen growth despite a challenging year.

Growing our membership base

We welcomed 31 new members over the past year into IPRS. This was due to a concerted effort by the Council to organise outreach and members-only events and reaching out to potential members through personal relationships and connections.

Developing a new generation of practitioners

IPRS remains committed to supporting the development of new talent in the PR industry. We continue to offer a one-year complimentary Affiliate membership to participants of our flagship courses, the Introduction to PR and Professional Certificate in PR and Mass Communications – as well as to all new graduates from our student chapters so that the new blood of our industry too, can enjoy the benefits of an IPRS membership.

The IPRS differentiator

The membership team undertook a competitive analysis during the year to determine IPRS' positioning and position within the industry.

IPRS compares favourably with other PR associations in the region. We offer similar (and in some instances more) benefits including networking and training opportunities, an awards programme and knowledge sharing events but tailored to the local market. As a not-for-profit organisation, we have also kept our membership fees reasonable to encourage practitioners of all levels and in any industry to join and contribute.

An IPRS Membership Survey was also conducted (in conjunction with the IPRS survey on ESG communications) to ascertain members' sentiments about the association and invite suggestions for future events. The majority (52 percent) of members cited the community support and relationships with fellow practitioners as a key reason for being in the association. The remaining 48 percent pointed to the networking and knowledge exchange/sharing opportunities as reasons for their continued involvement in the association.

Overall, members were happy with the events conducted by IPRS, in terms of content, calibre and frequency and expressed hope that more of such events would continue.

Going forward

In the year ahead, the IPRS would also be looking to increase our digital presence with the development and launch of the new IPRS Membership Management and Community System.

Through the new IPRS App, members can look forward to more integrated services as we digitalise the membership experience. From exclusive content to new digital services, such as job postings, we look forward to providing our IPRS members with greater value in their journey together with us in growing the public relations profession in Singapore.

Our position as the national apex body for PR practitioners and PR consultancies, is one which we take immense pride in, and we continue to look forward to serve our members' needs and play an active role in the growing of the industry in Singapore.

On behalf of the IPRS Council 2021/2022, we would like to extend a warm welcome to our new members across categories:

Corporate Members

- Redhill Communications
- Singapore Muslim Women's Association (PPIS)
- Nanyang Technological University (NTU)
- Certis

Accredited Members

- Ms Christina Celestine, Director, Regional Communications & External Affairs, DNP Nutritional Products, Singapore
- Mr Anirudh Sharma, Director, Communications & Strategic Relations, Duke-NUS Medical School
- Mr Jacob Joseph Puthenparambil, CEO, Redhill Communications
- Ms Charu Srivastava, Senior Director, Redhill Communications

Full Members

- Mr Reynaldo Cutanda, Head of Communications ASEAN, Bayer South East Asia Pte Ltd
- Mr Jeet Kaur Dalvinder, Associate Account Director, SPAG Pte Ltd
- Ms Ng Lap Kwan Mary, Account Director, Helix PR
- Ms Yeo Lae Ping Candice
- Ms Tan Yu Bee Vanessa, Strategic Communications Consultant, Nee Soon Town Council
- Ms Chiam Hui Lee Camilla, General Manager, Group Public Relations and Corporate Communications in Eurokars Group
- Ms Teo Li Ming Tammy, General Manager, Gloo PR
- Ms Yu Woon Chi Jackie, Head of Communications, Singapore Pools Private Limited
- Ms Matthews Marina, Managing Director, Marina Mathews Communications
- Mr Tan Jimmy Ee Kiong, Senior Manager, SUSS

Associate Members:

- Mr Bin Sudirman Eruwin, Director, Big Picture Consulting Pte Ltd
- Mr Marcus Ong, Marketing Communications Executive, Marriott International
- Mr Marc Lee Wei Yang, Head of Communications, H3 Dynamics Pte Ltd

Affiliate Members:

- Ms Nurhaziyah Binte Mohamed Ali, Copywriter, SQKii
- Ms Kelly Tan, Executive Assistant, Abbvie Operations Pte Ltd
- Ms Dawn Goh Sow Wan, Secretary, IMC Industrial Pte Ltd
- Ms Erika Zhang, Strategist, Ovis Communications
- Ms Chiam Ai Ling, Manager, Geriatric Education and Research Institute (GERI)
- Ms Teresa Koh, Executive, Geriatric Education and Research Institute (GERI)
- Ms Lim Say Kheng, AVP, Mizuho Bank
- Ms Jean Tan, Corporate Affairs Director, Mars Inc.
- Mr Schmitt Andreas Gunter, CEO, 6i Communication Pte Ltd
- Mr Uantchern Loh, CEO AP, Black Sun

Overall Membership Figures in 2021:

Membership counts	December 2018	December 2019	December 2020	December 2021
Accredited	47	43	41	44
Full	45	55	46	55
Associate	16	15	9	13
Affiliate	20	29	45	43
Corporate	30	28	26	25
Fellow	12	13	13	13
Honorary	2	2	2	2
Total	172	189	182	195

Mr Ling Wei Ming
Ms Lim Yin-Fern
Ms Susie Wee
Membership Team

ACCREDITATION TEAM'S REPORT

The IPRS Accreditation Chapter had a positive year in 2021, leading engagements with various audiences in the Public Relations community. The evolving pandemic situation sharpened the need for empathetic and authentic communication and highlighted the critical role of professionals in our industry to lead that change. This led to more practitioners coming forward and showing interest in receiving accreditation and be recognised as professionals with in-depth experience and knowledge of the Public Relations function.

We closed 2021, with 41 Accredited members which included new members Ms Christina Celestine, Director, Regional Communications & External Affairs, DNP Nutritional Products, Singapore; Mr Anirudh Sharma, Director, Communications & Strategic Relations, Duke-NUS Medical School; Mr Jacob Joseph Puthenparambil, CEO, Redhill Communications and Ms Charu Srivastava, Senior Director, Redhill Communications. The opportunity to leverage their collective expertise is tremendous for IPRS and the industry.

Accredited Members led many notable events, sharing their expertise, experience and practical guidance for members to excel in this field.

Establishing a stronger future

At the yearly Accreditation Board Meeting on 14 October 2021, members shared views and initiatives to better engage, retain and expand Accreditation membership. In 2022, the Accreditation Chapter will work closely with the Accreditation Board Members to drive the active participation of Accredited Members in-house and external events.

Some ideas shared include:

- Create opportunities to leverage the expertise of Accredited members through exclusive events and webinars.
- Develop regular sessions for AMIPRS Members, for example, Breakfast Club, to debate and exchange views on difficult and unpopular issues and share it with the wider community.
- Propose and maintain an exclusive chat group to share and seek ideas leveraging existing digital/social platforms.
- Organise a support group comprising middle-level managers/ professionals to funnel into mentorship, speaking opportunities, discussions on workplace topics and more.

The Council wishes to thank all Accredited Members for their contributions and time invested in honing the skills as well as evangelising the value of Public Relations.

- **Accreditation Board 2020/2022**

- **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
Head of Public Relations, Matrixport

- **Board Member**

Ms Linda Lim
Business Communications Director, Asia Pacific Leader GLAD, Dow

- **Board Member**

Mr Robert Conceicao
Director, MAJIC Communications

- **Board Member**

Mr Marcus Loh
Group Executive Director, WE Communications

- **Board Member**

Mr Stephen Forshaw
Managing Director, Corporate Affairs, Temasek

- **Board Member**

Ms Lina Poa
Head, Corporate Communications & Investor Relations, ST Engineering

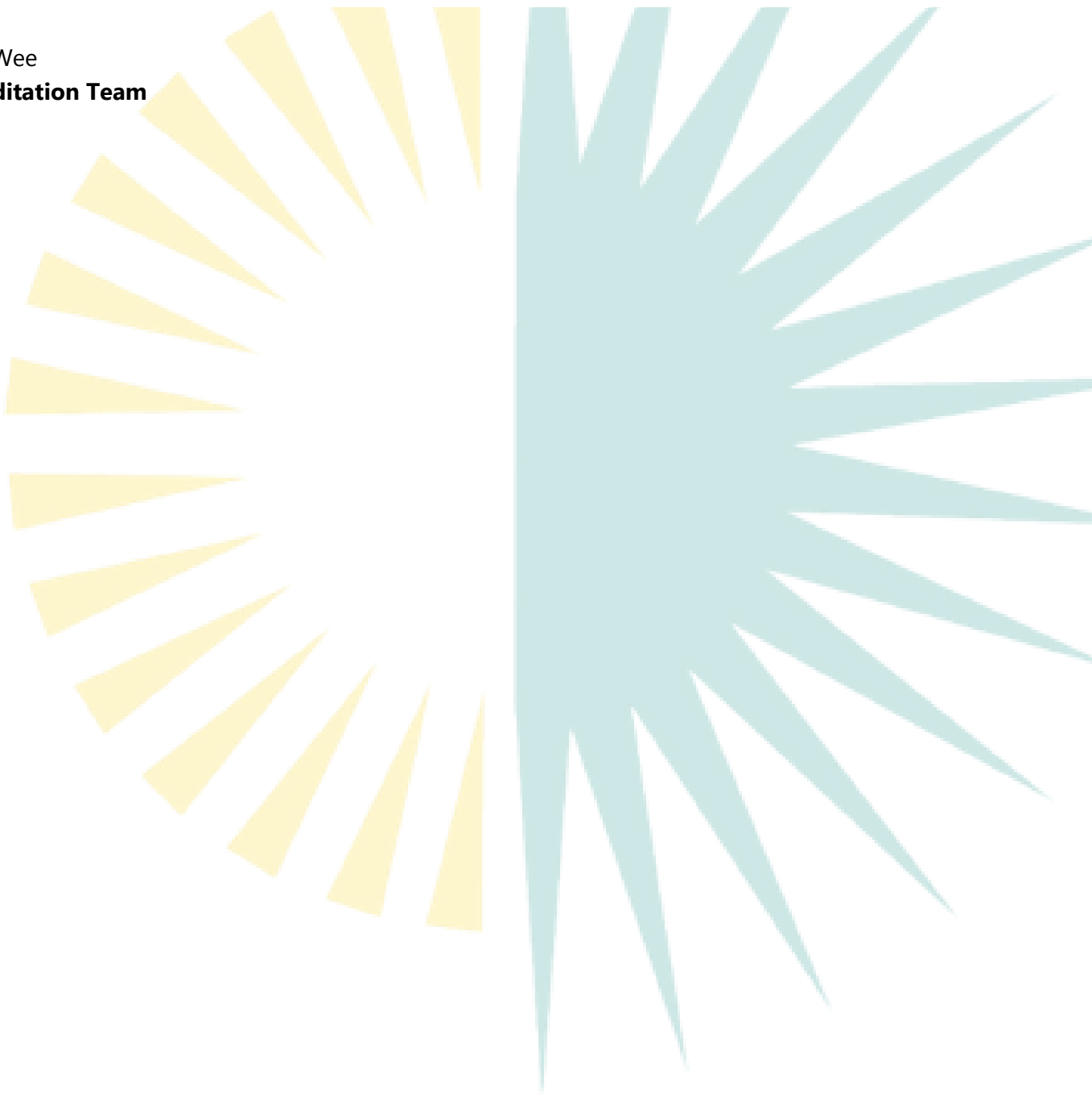
- **Board Member**

Mr Nisar Keshvani
Associate Director, Strategic Outreach and Communications, NUS

- **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
Susie Wee

Accreditation Team



TRAINING TEAM'S REPORT

2021 remained a challenging year for training due to several factors – frequently evolving restrictions on in-person training, increased number of options for online webinars and workshops, which also contributed to increasing webinar fatigue.

Despite the challenges, IPRS was able to conduct several courses, workshops and tailored training in 2021: Elevate! Series –1 workshop; Introduction to PR and Mass Communication – 2 intakes; Professional Certificate in PR and Mass Communication – 1 intake; Tailored Training – 1 customised in-house workshop.

In addition to delivering courses and workshops, the IPRS signed a MOU on 29 April 2021 with the NTUC U-Associates. The MOU was signed by Melvin Yong, Assistant Secretary General of National Trades Union Congress (NTUC) and Koh Juat Muay, President of IPRS to promote both NTUC and IPRS membership through their respective channels. Through this collaboration, NTUC union members are able to utilize the UTAP Skills Fund for IPRS courses. This MOU is in effect until 1 April 2024.

Working with in collaboration with the SSA Academy the IPRS can now offer Skills Future Singapore (SSG) funded courses. The WSQ 3-module course on Introduction to PR & Mass Communication has been approved and will commence in 2022.

The IPRS received requests and submitted proposals for tailored training from several organisations such as Phillip Capital, IMDA, Certis and Singapore Food Agency. More such requests continue to come in.

The training section on the IPRS website was updated and improved. The Elevate! Workshops eDM was revised and improved. The Training Programme was reviewed, and key principles, themes and fees were refreshed and revised.

Look Ahead

At IPRS, we are committed to developing members and non-members as communications professionals, at all stages of their career. The skills, techniques and best practices that we provide in our training and workshops must be current, practical and applicable at work. Networking will be an important additional element in training, to build a community and support group for communications professionals. Training and speaking at webinars are also a platform and opportunity for Accredited and Full Members to build their training/speaking skills and to give back to the profession.

Some of the priorities in the year ahead are:

- Widening and diversifying our pool of trainers and speakers.
- Competency and skills gap survey of the IPRS community.

- Improved design branding for the training and workshops, complemented by improved marketing plans, enabled by the new software solution.
- Creation of full-year training calendar on the IPRS website.
- PRISM Summit as the signature event for IPRS in 2022.

Vanessa Wan

Training Team



STUDENT CHAPTER TEAM'S REPORT

The Student Chapter Team of the IPRS Council had an exciting year with a unique collaboration with Singapore Corporate Counsel Association, the national pioneer organisation representing the interests of in-house lawyers on its Legal Eagle Challenge 2021. The Challenge, Singapore's first in-house counsel competition for law students from public or private universities and polytechnics in Singapore, provided an opportunity for law students to handle a case scenario to simulate the work of an in-house counsel. The Legal Challenge incorporated a Cross Disciplinary Consultation on 24 July 2021 where General Counsel of the finalist law teams obtained advice from the Corporate Communications Head.

This is a valuable platform for the finalist teams and IPRS Student Chapter students to learn PR and legal concepts from each other in a realistic case scenario. Seven student volunteers from IPRS Student Chapters with Murdoch University, Temasek Polytechnic and PSB Academy took part in this challenge.

There were in total of 13 events throughout the year which included student participation (IPRS Member Night and ESG communications webinar), of which eight were planned by Temasek and Republic Polytechnics, PSB Academy and Murdoch University.

The total number of Student Chapters remains unchanged at nine chapters as of February 2022 with one renewal of MOU for another 3 years on Jan 29. The Student Chapter Team continued reaching out to establish more Student Chapters and are in discussion with Singapore Institute of Technology to form a Student Chapter. It also continued to increase interaction among student chapters and advisors through publicising chapter events through chat groups. The Team also sought to engage the advisors with a climate change theme to foster active participation and collaboration. The Team are in an on-going discussion with Republic Polytechnic on a joint IPRS-RP conference on sustainability for April 2022.

Another key thrust of the Student Chapter Team was driving group mentorship or mentoring held for a Chapter over a short session as sustainability of individual mentoring had been an issue among Chapters for both mentors and mentees. IPRS President Koh Juat Muay kicked off mentoring with a coaching session with Murdoch University Student Chapter on 24 June and 30 June 2021. Temasek Polytechnic Student Chapter pioneered a virtual mentorship session on Nov 10. This consisted of simultaneous mentoring by 3 industry practitioners on MS Teams on a theme. The model was shared with all Chapters so that they could conduct mentorship virtually and efficiently. There was great interest in this mentorship model among the universities.

The year-end Student Chapter Annual gathering, a key event of IPRS organised for the Student Chapters, was postponed to Jan 2022 to spotlight the PRISM Awards which took place in December 15. 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. Ngee Ann Polytechnic

The Council wishes to take this opportunity to thank the various universities, polytechnics and academies for their support, students for their enthusiastic participation and student advisors for their guidance to their Chapters.

Lily Lim

Selvi R

Student Chapter Team



PRISM AWARDS 2021

Celebrating Singapore's brightest stars in PR and communications, the PRISM Awards ceremony was held on 15 December at the Parkroyal Collection Marina Bay, with Guest-of-Honour Mr Tan Kiat How, Minister of State, Ministry of Communications and Information, in attendance. 50 guests attended the ceremony in person, with an additional 100 viewers watching the livestream online.

PRISM Awards 2021 received a total of 86 submissions across 31 award categories. A total of 44 awards were given out this year, including 15 Merit Awards, 9 Distinction Awards, 7 Excellence Awards, 1 Outstanding PR Campaign Award and 12 People Awards.

Since 1987, the IPRS has presented the PRISM Awards biennially to honour the very best in the PR and 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 continues to thrive in an evolving local and global communications landscape.

Judged by a panel of established business leaders and senior practitioners, there was intense competition in several categories, including the newly introduced 'Best COVID-19 Pandemic Campaign Pivot' (9 entries), 'Outstanding Corporate Reputation Programme' (6 entries), 'Outstanding Campaign by a NGO/NPO' (5 entries) as well as 'Outstanding PR Consultancy of the Year' (5 entries).

Esther An of City Developments Ltd is conferred the Lifetime PR Achievement Award, and Roche Diagnostics Asia Pacific has emerged as the winner of 'Best COVID-19 Pandemic Campaign Pivot' and 'Outstanding PR Campaign of the Year' at the PRISM Awards 2021. 'Outstanding PR Consultancy of the Year' went to Rice Communications and PRecious Communications. Other notable winners include PR Communications, which swept 7 awards, Certis for 'Outstanding In-House Communications Team', and Distilleri's Jian Yang for 'Outstanding PR Champion'.

Eight new categories were introduced in 2021, including 'Best COVID-19 Pandemic Campaign Pivot', 'Outstanding Healthcare Communicator Award (Organisation and Individual)', and 'Outstanding Environment, Social and Governance (ESG) Communications Programme'. The qualifying period for the 2021 PRISM Awards is from 1 July 2019 to 30 June 2021.

PRISM Awards 2021 Team

IN APPRECIATION

The President and IPRS Council 2021/2022 and the IPRS Secretariat team would like to express our deep appreciation to the following Members, Partners, Sponsors and Friends for making 2021 a success year.

IPRS Members & Invited Guests

K Bhavani
Robert Conceicao
Clarence Fu
Gerald de Cotta
Tham Kok Wing
Kathy O'Brien
Mike Liew
Elaine Chan
Candice Yeo
Jackie Yu
Anirudh Sharma
Jean Tan
Tammy Teo
Andy Schmidt
Jason Leow
Jacob Puthenparambil
Lars Voedisch
Valerie Lau

PRISM Awards 2021 Corporate Sponsors

IN.FOM
Redhill

Media Partner

Telum

PRISM Award 2021 Judges

Uantchern Loh
Stephen Forshaw
Karen Yew
May Lwin
Adrian Tan
Liu Xiao Wei
Gregor Halff
Jaffri Amin
Rakesh Krishnmuti
Justin Chiah
Ooi Huey Tyng
Annette Pau
Kristen Chee
Kitson Lee
Audrey Lau
Lena Soh Ng
Haris Manaf
Voal Voal Wong

Partners

Advisory SG
NTUC U-Associates
SSA Academy
Singapore Press Club

IN APPRECIATION

IPRS Honorary Legal Advisor

Mr Samuel Yuen

Student Chapters Advisors

Kin Wong, University of Newcastle

Eleora Chin, PSB Academy

Tania Lim, Murdoch University

David Wong Kai Mann, Singapore Polytechnic

Greg Danker, Republic Polytechnic

Brian Lee, Singapore University of Social Sciences

Eng Yu Fan, National University of Singapore

Gary Lin, Temasek Polytechnic

Bernard Ho, Ngee Ann Polytechnic

Student Chapter:

Melissa Han, President Murdoch University

Ash Sanasi, Vice President Murdoch University

Yong Jia Yu, President, NUS

Nabila, President, Republic Polytechnic

Fazrina, President, University of Newcastle

Rou Ying, President, Singapore Polytechnic

Alysa Pitchamani, President, Temasek Polytechnic

Alicia Cheng, Vice President, Temasek Polytechnic

Amirul Adli, Vice President, Temasek Polytechnic

Our sincere apologies to anyone or any organisation whom we may have inadvertently omitted.