

# INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

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## 2013/2015 Council

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**Farah ABDUL RAHIM**

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**Jovina ANG**

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**Gerald DE COTTA**  
**Priscilla SOH**  
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Co-opted Member  
**Dilip ANAND**

Honorary Legal Advisor  
**CHO Pei Lin**

## President's Message

With the 44<sup>th</sup> Annual General Meeting (AGM) just concluded, the IPRS Council 2013/2015 is midway through its two-year term. Over the next 12 months, my fellow Council Members and I will concentrate on three areas: governance, consolidation and leadership renewal.

Improving the governance of our Institute remains a key priority for the Council, with the hiring of new staff and review of the decision-making and administrative processes in the Secretariat. This may cause us to slow some programmes as we step up our process improvement.

In the area of consolidation, as I had mentioned in my Address at the AGM, we will review and improve on what (and how) we do for you - our Members. We will strive to provide 'thought leadership' for the PR industry. We seek your views and ideas as to what you think IPRS ought to be for its Members as well as for society at large.

In the area of leadership renewal, I strongly encourage those of you with the passion for the PR profession, to step up to the challenge. Join us either in the IPRS Council or in the working teams that we plan to form to brainstorm ideas or to champion projects in the months ahead.

Two projects that immediately come to mind are the PRISM Awards and the SG50 celebrations. Members at the AGM felt that PRISM ought to be held in 2014 notwithstanding the limited resources available to the Council and the Secretariat at present. As for SG50, IPRS cannot afford to miss out on the Nation's 50<sup>th</sup> Anniversary in 2015. Being a major anniversary, we need to begin our planning this year.

I look forward to hearing your views on our plans for 2014. I do hope that some of you will step forward to join the IPRS Council to serve the PR industry!

**STEPHEN Forshaw**  
President  
IPRS Council 2013/2015

## Introduction to Public Relations and Mass Communication

Our next three-day Introduction to Public Relations and Mass Communication course is coming up in May! Get an overview of what PR is all about. Learn how to leverage on PR from seasoned PR practitioners. For enquiries contact Jacelyn at [jacelyn@iprs.org.sg](mailto:jacelyn@iprs.org.sg) or 6236 2903.

## Have you renewed your Membership?

If you've not done so, or have not received your Membership Renewal Form, please email to [admin@iprs.org.sg](mailto:admin@iprs.org.sg) or 6534 1841. IPRS Membership has its privileges. More Members-only events are coming up!

## 25 March 2014 – 44th IPRS Annual General Meeting (AGM)

About 30 IPRS Members gathered for the 44<sup>th</sup> AGM at YMCA@One Orchard. Those present included two past Presidents – Albert Tien and Ken Hickson and former Vice Presidents of IPRS including Mr Albert Tan, and newly-Accredited Members. While awaiting the start of the AGM, Members mingled with old friends and were introduced to new ones.

The AGM was called to order by IPRS Honorary Secretary, Ms Farah Abdul Rahim. In his Address, IPRS President, Mr Stephen Forshaw, shared that the Institute had done well in several areas:

- IPRS' financial position is strong. A net profit of over \$200,000 was recorded for 2013.
- IPRS' long-standing partnership with the Singapore Workforce Development Agency (WDA) was strengthened. IPRS is in active discussions with WDA to widen the range of WDA-sponsored programmes.
- Our popular lunch talks featuring editors from the media have received positive feedback. IPRS will maintain this approach for 2014.
- IPRS undertook a wide-ranging review of the Secretariat's governance and administrative processes.



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# Calendar

**APRIL**  
**29 Apr** – Visit to Bloomberg

**MAY**  
**1 May** – Application of IPRS-SMU Graduate Diploma in Public Relations opens

**14 to 16 May\*** – Introduction to Public Relations and Mass Communications (tentative)

# Event Highlights

IPRS Honorary Treasurer, Ms Jovina Ang, provided the following key updates on the financial Statement for 2013:

- IPRS had achieved a profit for the second consecutive year.
- IPRS managed to enjoy healthy cash flow and balance sheet.
- IPRS also adopted the Singapore Financial Accounting Standards in 2013, thereby enabling the Institute to recognize the correct revenue and expenses for the year that it was incurred.



IPRS Members at the 44<sup>th</sup> IPRS AGM

IPRS President, Mr Stephen Forshaw, proposed an amendment to the resolution on training that was passed at the 42<sup>nd</sup> AGM in 2012 which had limited the delivery of IPRS training programmes to Accredited Members. The motion to empower the Council to engage non-Accredited Members as trainers in situations where no Accredited Members were available, was adopted.



Members sharing views at the AGM

IPRS President, Mr Stephen Forshaw, called on Members to step forward to serve in the IPRS Council as part of leadership renewal and to contribute to the PR profession.



From L to R: Mr Adam Abdur Rahman; Ms Chong Ee Rong; and Mr Ross Gan

## The Secretariat

Interim Manager  
**Robert CONCEICAO**

Senior Executive  
**Juliana SOH**

Senior Executive  
**Jacelyn KOH**

## Welcoming New Members!

On behalf of the IPRS President and Council, we welcome our new Corporate Member – Brunswick Group Pte Ltd, who joined us in April 2014.



From L to R: Mr Reuben Conceicao, Mr Dilip Anand, Ms Lim Siew Wee; and Ms Jovina Ang



Past Presidents: Mr Albert Tien (L) and Mr Kenneth David Hickson (R)



From L to R: Mr Gerald de Cotta; Mr Albert Tan; Mr Robert Conceicao; and Ms Christina Cheang

## 6 April 2014 – IPRS-PA/NACLI Public Communication Series - ‘Speaking in Public’

IPRS Council Member, Associate Professor of Corporate Communication Practice, Associate Dean (General Management Programmes), Singapore Management University, Dr Gregor Halff, shared insights into public speaking with grassroots leaders at the fourth and last talk in the IPRS-PA/NACLI Communication series for 2013/2014. The interactive and engaging session saw Gregor covering the following key points:

- How speakers must be active listeners so as to be able to understand their audience
- How to be an effective persuader, which can be achieved with a startling opening statement or an anecdote, and ending the session by re-stating the main points
- Importance of body language (eye contact and hand gestures) especially when conveying bad news



Dr Gregor Halff (R) receiving a Token of Appreciation from Mr Tan Kim Kee, Group Director (People Cluster), NACLI (L). Photo Credit: NACLI.

Through a short exercise during the session, the grassroots leaders were given the opportunity to practise the art of speaking in public using appropriate hand gestures.

## 25 March 2014 – Accreditation Ceremony

Four newly-Accredited IPRS Members were conferred with the Certificate of Accreditation during IPRS' 44<sup>th</sup> Annual General Meeting (AGM) on 25 March 2014. They are:

- Ms Chong Ee Rong, Managing Director, Ogilvy Public Relations
- Mr Dilip Anand, Principal Corporate Communications Manager, Corporate Communications Group, Housing & Development Board (HDB)
- Mr James Brasher, Director, Rice Communications
- Mr Ross Gan, Corporate Affairs Director, Temasek

IPRS welcomes four other newly-Accredited IPRS Members who were unable to join in the ceremony:

- Ms Christina Lim, Director, Public Relations, Intellectual Property Office of Singapore
- Ms Ginny-Ann Oh, Director, Asia PR Werkz
- Ms Marine Lim, Director, Absolute PR
- Ms Valerie Valberg-Yeoh, Managing Consultant, Vying Communications

The IPRS Accreditation Scheme aims to recognize prominent and experienced Public Relations professionals and raise the level of professionalism in the Public Relations practice.

"I have been working for 13 years. I think that the IPRS does a lot of good for the industry. I have long considered becoming accredited," said Mr James Brasher. "It is important to have an industry body that works and represents the profession. That has made me feel that I have to do my part."

"IPRS is a good platform to share ideas and learn from the experts," said Mr Dilip Anand. "I think that IPRS is on the right track by getting more PR practitioners to be accredited. It is good to have more Members reaching out to others about what Public Relations is all about. Learning is a never-ending journey. I intend to be a part of that journey!"



From L to R: Mr Dilip Anand; Mr James Brasher; Mr Gerald de Cotta; Mr Stephen Forshaw; Ms Chong Ee Rong; and Mr Ross Gan

## 14 March 2014 – LunchTalk with SPH Radio

About 30 IPRS Members and guests had an opportunity to meet up with guest speakers from SPH Radio. Moderated by IPRS Council Member, Ms Yu Poh Leng, the SPH team shared insights into the benefits that PR practitioners could reap by utilizing radio and how to maximize the benefits of this traditional medium. IPRS Member, Ms Neritta Low, Account Executive, The Hoffman Agency, shared that the session provided her with an in-depth understanding of how SPH Radio works. "I now know what SPH Radio is looking for in terms of content."

Here are some key points to note when engaging with radio:

- **Understand radio ratings.** There are several matrices, like CUME (cumulative audience) and TSL (Time spent listening), which provide an understanding of the expected impact of your content. This will help you with your choice of station.
- **Offer great content and brand it!** Radio tends to deliver content in constant short bursts. Listeners would be more interested in the story that goes behind a product than a discourse on the benefits of said product.
- **Don't be afraid to be creative.** "The radio which you just listen to is dead," said Mr Jamie Meldrum, Senior Program Director, HOT FM 91.3 and Kiss92. "Now we work on-air, on-ground, and on-site. If the client actively works with us, I'm sure that we can think of creative and fun events."



From L to R: Ms Kristy Kong (Head of Sales, SPH); Ms Yu Poh Leng (Council Member, IPRS); Mr Jamie Meldrum (Senior Program Director, HOT FM 91.3 and Kiss92); Ms Serene Lim (Deputy Head, Marketing of SPH Radio); and Ms Carine Ang (Program Director, UFM100.3)