

## **Distinct Winners to the 3rd Hong Kong Public Relations Awards (2016) Announced Enhancing Professional Excellence**

(Hong Kong, 26 May 2017) Hong Kong Public Relations Professionals' Association (PRPA) announced the results of the 3rd Hong Kong Public Relations Awards (2016) at the Awards Presentation Ceremony cum Gala Dinner, officiated by The Hon Mrs Carrie Lam Cheng Yuet-ngor, Chief Executive-elect, HKSAR, on 26 May 2017. To showcase the best practices and appraise the professional standards of public relations in Hong Kong, over 30 awards in 7 categories were honoured.

Granted on PR Campaign and Individual Award basis, the 3rd Hong Kong Public Relations Awards (2016) recognises excellent PR campaigns and PR professionals of outstanding performances. Dr John Chan, Chairperson of the Organising Committee of the 3rd Hong Kong Public Relations Awards (2016) said, "This year, the number of companies and organisations entering the Awards increased 60% compared with that of the last Awards. I am glad to see that the entries covered a wide spectrum of different principals of public relations and that more medium-sized local public relations firms have entered the competition. I am also glad to see that the general standard of entries has risen above that of the last two Awards."

Formed by 9 veteran professionals from business, academic, media and public relations sectors, the Judging Panel selected the winning entries with careful scoring process. "It was really painstaking to decide winners from the finalists, all of them performed impressively at the presentation and Q & A session, and their scores are only marginally different," said Professor Paul Lee, the Chief Judge of the Panel. "In view of the superb standard of all finalists, the Judging Panel decided to present a number of Awards of Merit in addition to the Gold and Silver Awards and the Most Creative Campaign Award."

The Hong Kong Public Relations Awards, organised by the Hong Kong Public Relations Professionals' Association (PRPA), has become a signature event for the public relations industry since its inception in 2010. The Awards aims to raise awareness of the significant role of public relations in helping organisations to achieve their business goals, and give due recognition to organisations and industry practitioners for their high professional standards and outstanding performance. The Awards this year received extraordinary support from more than 20 organisations and individuals for their sponsorships, 12 supporting organisations and 4 media partners.

The Awards include eight PR Campaign categories, namely Corporate Social Responsibility, Stakeholder Communications, Integrated Marketing Communications, Event Management, Reputation / Brand Management, New Media Communications and NGOs / NPOs / Social Enterprises Communications and SME Communications. A number of Awards of Merit, in addition to Gold and Silver Awards, were presented for the eight PR Campaign awards

categories. A Grand Award of Excellence was presented to the overall winner among the Gold Awards. A Most Creative Campaign Award and Awards of Merit in Creativity were also presented to the entries that demonstrated the highest creativity in their communication strategies, tactics and execution. Moreover, two individual awards --- Distinguished Professional of the Year and Young Professional of the Year --- were presented to outstanding practitioners.

- End -

### **About the Hong Kong Public Relations Professionals' Association (“PRPA”)**

Since its establishment in May 1995, the Hong Kong Public Relations Professionals' Association (“PRPA”) has been striving to promote professionalism in the public relations industry, enhance the public's understanding of public relations and provide a united voice for its practitioners on issues relevant to the profession. The PRPA also provides a platform for practitioners to exchange views and share experience for the development of individual professionals and the industry as a whole. The Association has adopted a Code of Professional Standards to which all PRPA members and public relations practitioners are encouraged to observe.

As an independent body comprising public relations practitioners in Hong Kong, the PRPA offers six types of membership: Founding Member, Life Member, Full Member, Corporate Member, Associate Member and Student Member.

From time to time, PRPA invites leading scholars and eminent public relations experts to share their views and insights with its members on a broad spectrum of subjects. The Association organises visits to various organisations, arranges overseas exchanges and holds workshops on the tactical skills of public relations. These activities provide opportunities for members to improve their technical know-how and develop their career. The PRPA always keeps track of international issues and has helped in disaster relief and charity work. Its newsletter “2 Way” keeps members informed of the latest industry trends and the PRPA's activities.

Website: [www.prpa.com.hk](http://www.prpa.com.hk)

Media Enquiries:

Ms. Ruby Wan 9460 4900

[ruby@wasabic.com.hk](mailto:ruby@wasabic.com.hk)

Chief Convener, Publicity and Promotion Sub-committee

Organising Committee of The 3rd Hong Kong Public Relations Awards (2016)

### Judging Panel

Prof Paul S N LEE <i>BSocSc, Mphil, PhD</i> (Chief Judge)	Professor School of Communication Hang Seng Management College
Mrs Pamela CHAN WONG Shui <i>BBS, JP</i>	Independent Non-Executive Director MTR Corporation Limited
Mr Philip N L CHEN <i>GBS, JP</i>	Managing Director Hang Lung Properties Limited
Ms Quince CHONG JP	Chief Corporate Development Officer CLP Power Hong Kong Ltd
Prof HUANG Yi Hui Christine <i>PhD</i>	Professor School of Journalism and Communication Programme Director Master of Social Science in Corporate Communication The Chinese University of Hong Kong;
Mr Peter KWAN	Senior Teaching Fellow Department of Media and Communication City University of Hong Kong Treasurer, Executive Committee Journalism Education Foundation
Ms Winnie NG	Founder and Deputy Chairman RoadShow Holdings Limited
Mr Chris YEUNG	Chief Writer Citizen News Vice-Chairman Hong Kong Press Council
Mr George YUEN <i>FHKIoD</i>	Independent Non-Executive Director Industrial and Commercial Bank of China (Asia) Limited

### Organising Committee of The 3rd Hong Kong Public Relations Awards (2016)

<b>Chairperson</b>	Dr John CHAN GBS, JP
<b>Vice Chairpersons</b>	Professor Paul S N LEE, BSocSc, Mphil, PhD Professor Anthony T Y WU, GBS, JP Ms Pamela LEUNG
<b>Secretary-General</b>	Dr Linda TSUI
<b>Deputy Secretary-General</b>	Ms Cecilia KO
<b>Treasurer</b>	Ms Clara LI
<b>Award Management Sub-committee</b>	Ms Eppie TAM (Chief Convener) Ms Elaine CHAN (Convener)
<b>Sponsorship Sub-committee</b>	Ms Jenny TAM (Chief Convener) Mr William IP (Convener)
<b>Publicity and Promotion Sub-committee</b>	Ms Ruby WAN (Chief Convener) Ms Esme LAU (Convener)
<b>Award Presentation Ceremony and Gala Dinner Sub-committee</b>	Ms Stella LUNG (Chief Convener) Ms Elin WONG (Convener)
<b>Secretariat</b>	Ms Connie Kwong, Ms Wing Lam



**Work Group members**

Mr Calvin CHAN, Ms Agnes HUI, Ms Germaine LUI

## Sponsors and Supporting Organisations

### Gold Sponsors 金贊助



### Silver Sponsors 銀贊助



### Crystal Sponsors 水晶贊助



### Media Partners 媒體合作夥伴



### Prize Sponsor 獎品贊助



### Blossom Sponsor 個人贊助

Mr. Richard Tsang Lap-ki

### Wine Sponsor 酒商贊助



### Supporting Organisations 支持機構



### PERFORMANCE | 表演者 / 單位

<b>Chinese opera in English</b>	英語粵劇
Guest Performers:	演出嘉賓:
Dr John Chan	陳祖澤博士
Dr Nancy Tung	董秀英醫生
<b>Latin Dance Performance</b>	拉丁舞表演
Hon Wah College	漢華中學
Student dancers:	學生:
Lam King Fung Donald	林潔烽
Wong Man Chi Gina	黃敏姿
Lam Wai Lok Ryan	林煒諾
Lai Hoi Ting Sylvia	黎海婷