



# 2022

## The Future of PR

# IPRS PRISM SUMMIT 2022

10 November | 8:30am - 6pm

**PARKROYAL** on Beach Road

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# The **IPRS** launches **Inaugural IPRS PRISM Summit 2022**

Themed **The Future of Public Relations**, the **Inaugural IPRS PRISM Summit 2022** is an interactive and thought-provoking event to delve into the evolving role of PR and its contributions to countries and organisations and why PR matters now, even more than ever.

These are exciting and critical times ahead for the PR professional, from a rise in emerging technology to the increasing role of ESG in shaping business strategies. Amidst this global volatility and change, learn how you and your business can remain relevant and competitive.

Join us in-person, as we take on the challenges ahead in PR and communications on **10 November 2022**. This full-day event packed with keynote, panel discussions, fireside chats, wellbeing break and a workshop, will set you thinking about your role in this evolving space.

It's also the perfect opportunity to learn from the experts and network with your peers and arm yourself with fresh insights and new ideas.

## **The Future of PR. Are you ready for your it?**

## About **PRISM**

The IPRS introduced the **PRISM Awards** in 1987 to recognise and reward excellence in PR and Communications in Singapore and the region. **PRISM** which stands for **Public Relations In Service of Mankind** is today our signature and ethos. The IPRS PRISM Summit 2022 will be held biennially, alternating with the **IPRS PRISM Awards**. Together they present a community platform to lead and showcase the PR industry's best in Singapore and the region.

## About **IPRS**

The IPRS is a society set up in **1970** by leading PR practitioners of the day to support the PR industry's growth, uphold standards and nurture the next generation of communicators. It is the only accrediting body for PR practitioners in Singapore. Our members consists of professionals from a variety of backgrounds – PR, journalism, advertising, marketing, education and management. A factor that has contributed to the Institute's strength and dynamism.

# The Future of PR **IPRS PRISM Summit 2022**

PR industry leaders and domain experts will speak on the opportunities and challenges presented by emerging technology and sustainability regulations, and how PR is helping organisations with its growth and reputation management amidst an increasingly volatile global market. Participants will gain personal insights and skills in this packed agenda of panel discussions, fireside chats, hands-on workshop, wellness experience and networking in a diverse community of speakers and professionals.

The summit is proudly supported by **Platinum Sponsor Redhill** and **Gold Sponsors IN.FOM, Truescope and dataxet.**

## Summit Highlights

### **Keynote Fireside Chat**

#### **Keynote**

*PR Leadership In A Volatile World*

#### **Planet, People and Profit**

*Global Trends in ESG - Panel I*

*Shaping Your Sustainability Story - Panel II*

#### **Technology**

*360 Communications – Paid, Earned, Owned, Shared - Panel I*

*Future of Tech Is Bright for Communications - Panel II*

#### **Design Thinking In PR**

*A customised workshop for the New PR Professional*

#### **Wellbeing Break**

*An experiential journey in selfcare*

#### **The Fireside**

*The Social Media And The Law - Chat I*

*PR In The Boardroom - Chat II*

#### **The Future of PR**

*Are You Ready for it?*

#### **IPRS Student Chapter Summit Project**

*A Next Gen Presentation*

#### **Networking Lunch And Evening Cocktail**





# Presenters

## To-date



**Tommy Koh**  
**Ambassador-At-Large**  
**MFA**  
**Emeritus Professor of Law**  
**NUS**



**Arun Mahizhnan**  
**Special Research Adviser**  
**School of Policy Studies**



**Jason Puthenparambil**  
**Founder and CEO**  
**Redhill**



**Liu Xiaowei**  
**Director, Special Projects, Asia**  
**World Energy Council**



**Rob Kabus**  
**Managing Partner**  
**Chief Insights Officer**  
**Dataxet**



**Jason Lee**  
**Co-Founder & Managing Partner**  
**Dataxet**



**Jason Plamondon**  
**Regional Sustainability Manager**  
**Equinix**



**Irene Tham,**  
**Technology Editor**  
**Straits Times**



**Voal Voal Wong**  
**Managing Partner**  
**IN.FOM**



**Tham Kok Wing**  
**Director, Robertsbridge**  
**Stonehaven Singapore**



**Grace Chiang**  
**Head of Public Relations &**  
**Communications**  
**Endowus**



**Ng Chew Wee**  
**Head of Business Marketing,**  
**Asia-Pacific, TikTok**



# Presenters To-date



**Adrian Tan**  
President, Law Society of  
Singapore  
Partner, TSMP Law Corporation



**Su-Yen Wong**  
Chairperson  
Singapore Institute of Directors



**Jason Leow**  
Vice Chair and Head of APAC  
Edelman Smithfield  
Founder, The Doing Well Centre



**Chelvin Loh**  
Director of Jobs-Skills Insights  
SkillsFuture Singapore



**Kathy O'Brien**  
Managing Director  
Redshoe Communications



**Royce Wee**  
Director  
Head of Global Public Policy  
Alibaba Group



**Stephen Lew**  
Founder, The School of  
Positive Psychology  
Co-Founder, Thrive Psychology  
Clinic & Novosensus



**Deepti Pathank**  
APAC Marketing and  
Communications Leader  
ENGIE Impact



**Ong Soh Chin**  
Board President  
AWARE



**Lars Voedisch**  
Director  
PRecious Communications



**Lynn Lee**  
Vice President, Corporate  
Marketing & Communications  
EDB

# Presenters

## To-date



**Vanessa Wan**  
Executive Director,  
Communications  
Asia Pacific, GE



**Selvi R**  
Communications Leader  
IBM ASEANZK



**Dennis Low**  
Head, Regional Brand,  
Marketing & Comms  
UnionPay International  
Southeast Asia



**Robin Goh**  
Senior Vice President | Head of  
Group Communications and  
Marketing  
Certis Group



**Elaine Chan**  
Director of Marketing  
Communications  
PARKROYAL COLLECTION  
Marina Bay, Singapore



**Cindy Lim**  
Head of Marketing  
Communications  
Singapore Symphony Group



**Maureen Tseng**  
General Manager  
The Hoffman Agency



**Lim Yin-Fern**  
Director, Communications  
Image Mission



**Dr Hsien-Hsien Lei**  
CEO  
AmCham Singapore



**Assoc Prof Jung Younbo**  
Assoc Chair (Academic)  
NTU Wee Kim Wee School of  
Communication and Information



**Sharon Lee**  
Head, Integrated  
Communications  
Asia Pacific and Japan  
NetApp



**Koh Juat Muay**  
President, IPRS



# Programme Summary

- 0830**      **Registration & Morning Coffee**
- 0855**      **Welcome by the IPRS**
- 0900**      **Keynote Fireside Chat**
- 0910**      **Keynote Panel**  
*PR Leadership In A Volatile World*
- 0950**      **Planet, People & Profit Panel One**  
*Global Trends in ESG Communications*
- 1030**      **Networking Coffee Break**
- 1045**      **Planet, People & Profit Panel Two**  
*Shaping Your Sustainability Story*
- 1125**      **Technology Panel One**  
*Future of Tech Is Bright For Communications*
- 1205**      **Technology Panel Two**  
*360 Communications - Paid, Earned, Owned, Shared*
- 1245**      **Networking Lunch**
- 1345**      **Design Thinking In PR**  
*A Customised workshop for the New PR Professional*
- 1430**      **Wellness Break**  
*An experiential journey in selfcare*
- 1500**      **The Fireside Chat I**  
*Social Media And The Law*
- 1530**      **The Fireside Chat II**  
*PR In The Boardroom*
- 1600**      **The Future Of PR**  
*Are You Ready?*
- 1640**      **IPRS Student Chapter Presentation**
- 1655**      **Closing Remarks by IPRS**
- 1700**      **Networking Cocktail**

# Programme

**0830 Registration & Morning Coffee**

**0855 Welcome by the IPRS**

**0900 Keynote Fireside Chat**

**0910 Keynote Panel**

*PR Leadership In A Volatile World*

**0950 Planet, People & Profit Panel One  
Global Trends In ESG**

*Climate change, board and executive diversity, social media and youth engagement, social movements. What are the new risks to be aware of and where are the opportunities for your brand?*

**1030 NETWORKING COFFEE BREAK**

**1045 Planet, People & Profit Panel Two  
Shaping your sustainability story**

*What is the role of the communications team in helping organisations achieve their sustainability agenda? How do you develop an ESG communications strategy and how do you make your sustainability story stand out in a crowded environment?*

**1125 Technology - Panel One  
360 Communications – Paid, Earned, Owned, Shared**

*PR has traditionally focused on earned media. But in today's digitally and globally connected world, communications practitioners need to utilise all platforms to get their messages out there. How can we leverage digital and social media to do this? Are features in traditional media channels still worth their weight or are "likes" and "shares" the new currency in PR?*

**1205 Technology - Panel Two  
Future of Tech is Bright for Comms**

*The future of comms will be shaped by exciting technologies, be it AI, metaverse or digital. In this panel discussion, we will be exploring the opportunities and challenges in harnessing future technologies to shape comms, as well as answering tough questions such as ethics, R&D and job loss.*



# Programme

**1245    Networking Lunch**

**1345    Design Thinking In PR**  
**The New PR Practitioner - Workshop**  
*What new skills are important for PR practitioners?*  
*How can we stay ahead of the creativity curve.*

**1430    Wellness Break**  
*An experiential journey in self-care*

**1500    Fireside Chat I**  
**Social Media And The Law**  
*What you need to know about privacy, rights and responsibilities. What does the law say?*

**1530    The Fireside II**  
**PR In The Boardroom**  
*How can PR add value in the Boardroom and how PR professionals can embark on a board career.*

**1600    The Future Panel Two**  
*How are we defining the work and role of PR and communications today?*  
*How influential is the PR counsel in organisations and governments?*  
*What are the PR metrics? What skills are needed and what awaits the next generation of communicators?*

**1640    IPRS Student Chapter Summit Project**  
*The Future Is Now*

**1655    Closing Remarks**  
*The Road Ahead*

**1700    Networking Cocktail**

## Join Us

The IPRS is inviting leaders and organisations to join us in presenting Singapore's definitive PR conference. Your partnership and friendship supports the IPRS to make this event possible for practitioners, clients and students of PR to acquire new knowledge and network.

## Friends of IPRS

Our community partners enjoy exclusive discounts as **Friends of IPRS** when they sign-up for the summit.

Register  
**Get In Touch**

For more information on the summit programme, sponsorships and partnerships please reach out to IPRS Secretariat: [admin@iprs.org.sg](mailto:admin@iprs.org.sg)

Tickets	Early Bird (till 21 Oct)	Regular
<b>IPRS Members</b>	\$198	\$238
<b>Friends of IPRS</b>	\$228	\$258
<b>Non-Members</b>	\$258	\$288

Sign-up today and secure your seats!

**IPRS PRISM Summit 2022**