

Speech PKG for Asean PR Network Inauguration

Monday June 02, 2014

Good Evening

- His Excellency I Gusti Agung Wesaka Puja - Director General for ASEAN – SOM leader Indonesia.
- His Excellency Dr. AKP. Mochtan, Phd. Deputy Secretary General of ASEAN for Community and Corporate Affair Department.
- Dr. Adjat Darajat, Msi - Chairman of the Indonesian Professional Certification Authority
- Mr. J.S. George Lantu – Director for ASEAN Functional Cooperation Ministry of Foreign Affairs
- Good evening and welcome to the delegation of the ASEAN Public Relations Network:
 1. Dato Haji Ibarahim Abdul Rahman APR, MIPR – President of Institute of Public Relations Malaysia; Director General for Department of Information Malaysia
 2. Ms. K. Bhavani – Past President of Institute of Public Relations of Singapore.

3. Mr. Bao Nguyen Quoc – Chief Executive Officer of PR Organization International Awareness i.d. Public Relations – Vietnam.
4. Dr. Widodo Muktiyo – Dean of the Faculty of Communication at Universitas Sebelas Maret, Solo, Indonesia.
5. Datin Shameem Abdul Jalil – Past President of the Institute of Public Relations Malaysia.
6. Mr. Ramon R. Osario – President of PR Society of the Philippines.
7. Parichart Sthapitanonda, Phd – Associate Professor at Chulalongkorn University Thailand.
 - Indonesian Public Relations Association - Perhumas, Dewan Kehormatan, BPP Perhumas, PR leaders, PR Practitioners, PR educators in Indonesia.
 - Chief Editors and Journalists from various media.
 - The respective guests, the committee of ASEAN PR Network, LSPR team, Ladies and Gentlemen

Assalamualaikum Wr. Wb, may..... peace be upon you

Good evening, selamat malam, Magandang Gabi in tagalog, swasdi in Thai, chaobotoi in Vietnamese, Ingeachiin Laos, kaung thaw nya par in Myanmar, tonaelgshidi in Cambodian.

Welcome to the ASEAN Public Relations Network inauguration Ceremony. I believe we are all excited as we move forward towards the upcoming ASEAN Community in 2015. I also believe, some of us are feeling apprehensive and fearful of losing out to competitors, however, some of us also see this as an opportunity.

Therefore, The London School of Public Relations-Jakarta has taken the initiative to give birth to the ASEAN Public Relations Network.

This initiative is supported by the co-founders:

1. Ms. Bhavani the Past President of Institute of Public Relations Singapore, Ms. Bhavani is former President of FAPRO (Federation of ASEAN Public Relations)
2. Datin Shameen Abdul Jalil past President of Institution of Public Relations Malaysia, Shameem also Former President of FAPRO
3. Ms. Gesille Sendra Bout alumni of the University of Santo Thomas – The Philippines and
4. Ms. Katrina Tan Swe Hong from Malaysia.
5. Both Gesille and Katrina are with me in Jakarta.

We have prepared the birth of ASEAN Public Relations Network since 2012 or 2 years ago. And now we have registered ASEAN Public Relations Network with ASEAN Secretariat to be included in ASEAN Charter – Annexe 2.

The purpose, of forming the ASEAN Public Relations Network, is “to champion connectivity, collaboration, friendship and mutual understanding among ASEAN public relations communities” And to learn from each other best practices to face the challenges beyond ASEAN.

The supporters and the members of ASEAN Public Relations Network are PR leaders from Indonesian Public Relations Associations i.e. Perhumas, Bakohumas and Forum Humas BUMN, also members from the ASEAN region: PR Organization International Awareness – Vietnam, Institute of Public Relations of Singapore, Institute of Public Relations Malaysia, PR Society of the Philippines.

Many of us are only concern on Public Relations Practitioners, but who actually produce PR expertise?

Certainly educational institutions, therefore we also need to include, supporters from educational institutions such as University of Santo Thomas in the Philippines, the Lassalle University, University of the Philippines, Chulalonglorn University in Thailand, Lim kok Wing from Malaysia and Yangon University from Myanmar and many others including the best universities Indonesia and beyond ASEAN.

The activities of ASEAN Public Relations Network include; “setting guidelines of standard competency and knowledge in public relations”. Therefore, a member of ASEAN public relations network, must be certified in Public Relations or an educator who has a Public Relations Degree or Diploma, Researcher and Students who studying Public Relations.

ASEAN Public Relations Network will work with Public Relations Associations in the Region :

- a. To create a universal code of conduct in PR Practice.
- b. And, as well to create a pool of Public Relations talent,
- c. To publish PR Practitioners, Educators and Association Directory,
- d. Conduct Research together and
- e. To Publish journals and literacy in public relations, base on ASEAN Applications.

So, we must all have clear benchmarks associated with skills, ethics and knowledge in PR.

ASEAN Public Relations Network will begin its first ASEAN public relations conference, tomorrow June 03 at The London School of Public Relations-Jakarta and the theme will be “Facing a cascade of transformation in ASEAN Public Relations Network”. Speakers are PR leaders from Indonesia, Singapore, Malaysia, Philippines, Vietnam and Thailand.

The next conference of APRN will be held in Manila – Philippines hosted by the Public Relations Society of the Philippines, and next year will be hosted by FAPRO (Federation of ASEAN Public Relations Organization) Conference in Malaysia, Dato Haji Ibrahim Bin Abdul Rahman, the Director General of Information Malaysia and also the President of FAPRO and has invited me to speak at the conference.

Ladies & Gentlemen, Respective Guests,

Tonight, we will witness the Awarding of Certification for Excellence in Public Relations given by National Certification Body (BNSP & LSP LSPR) to senior Public Relations Practitioners in Indonesia, Vietnam, Philippines, Malaysia, Singapore and Thailand. We will also award Certificates of Excellence in Public Relations to educators who are 'the gurus' of public relations.

We believe the friendships in ASEAN PR Network, the collaborations, the connectivity, the transformations, the attachments, and the bonding between us, will make ASEAN PR Network stronger, better, more power and ready to face the challenges of beyond ASEAN.

I would like to take this opportunity, to thank you all very much:

1. H.E Gusti Agung Wesaka Puja – Director General of ASEAN – SOM leader for his support and guidance in preparing ASEAN Public Relations Network and also
2. H.E Dr. Akp. Mochtan for his kind advice, guidance for registration and accreditation of ASEAN PR Network in the ASEAN Secretariat. The venue of this inauguration is sponsored by the ASEAN Secretariat. Thank you so much Pak Mochtan.
3. Last but not least our special thanks to Pak Adjat Sudrajat Ketua Badan Nasional Sertifikasi Profesi RI,

4. Our guests from the Philippines, Vietnam, Malaysia, Indonesia, Myanmar, Laos, Cambodia, Singapore, Brunei Darussalam, Thailand.
5. Our Media Partner :
 - Jakarta Post : Bpk Riyadi Soepomo, Bpk. Adi Pamungkas & Yudy Wanandi
 - Kompas : Bpk. Widi Kastrawan
 - Trans TV dan Trans 7
 - MNC Groups
 - Majalah SWA, MIX
 - Lite FM, Brava Radio
6. Thank you very much also to the committee who have worked very hard towards the success of this event, Mr. Kamal, Ms. Ramona, Ms. Gesille and the team of Perhumas.

Thank you all very much for your attention and your support of ASEAN Public Relations Network.

Terimakasih banyak and Wassalamualaikum Wr. Wb.

Monday June 02, 2014

Good Evening

- His Excellency I Gusti Agung Wesaka Puja - Director General for ASEAN – SOM leader Indonesia.
- His Excellency Dr. AKP. Mochtan, Phd. Deputy Secretary General of ASEAN for Community and Corporate Affair Department.
- Dr. Adjat Darajat, Msi - Chairman of the Indonesian Professional Certification Authority
- Mr. J.S. George Lantu – Director for ASEAN Functional Cooperation Ministry of Foreign Affairs
- Good evening and welcome to the delegation of the ASEAN Public Relations Network:
 1. Dato Haji Ibarahim Abdul Rahman APR, MIPR – President of Institute of Public Relations Malaysia; Director General for Department of Information Malaysia
 2. Ms. K. Bhavani – Past President of Institute of Public Relations of Singapore.

3. Mr. Bao Nguyen Quoc – Chief Executive Officer of PR Organization International Awareness i.d. Public Relations – Vietnam.
4. Dr. Widodo Muktiyo – Dean of the Faculty of Communication at Universitas Sebelas Maret, Solo, Indonesia.
5. Datin Shameem Abdul Jalil – Past President of the Institute of Public Relations Malaysia.
6. Mr. Ramon R. Osario – President of PR Society of the Philippines.
7. Parichart Sthapitanonda, Phd – Associate Professor at Chulalongkorn University Thailand.
 - Indonesian Public Relations Association - Perhumas, Dewan Kehormatan, BPP Perhumas, PR leaders, PR Practitioners, PR educators in Indonesia.
 - Chief Editors and Journalists from various media.
 - The respective guests, the committee of ASEAN PR Network, LSPR team, Ladies and Gentlemen

Assalamualaikum Wr. Wb, may..... peace be upon you

Good evening, selamat malam, Magandang Gabi in tagalog, swasdi in Thai, chaobotoi in Vietnamese, Ingeachiin Laos, kaung thaw nya par in Myanmar, tonaelgshidi in Cambodian.

Welcome to the ASEAN Public Relations Network inauguration Ceremony.

I believe we are all excited as we move forward towards the upcoming ASEAN Community in 2015. I also believe, some of us are feeling apprehensive and fearful of losing out to competitors, however, some of us also see this as an opportunity.

Therefore, The London School of Public Relations-Jakarta has taken the initiative to give birth to the ASEAN Public Relations Network.

This initiative is supported by the co-founders:

1. Ms. Bhavani the Past President of Institute of Public Relations Singapore, Ms. Bhavani is former President of FAPRO (Federation of ASEAN Public Relations)
2. Datin Shameen Abdul Jalil past President of Institution of Public Relations Malaysia, Shameem also Former President of FAPRO
3. Ms. Gesille Sendra Bout alumni of the University of Santo Thomas – The Philippines and
4. Ms. Katrina Tan Swe Hong from Malaysia.
5. Both Gesille and Katrina are with me in Jakarta.

We have prepared the birth of ASEAN Public Relations Network since 2012 or 2 years ago. And now we have registered ASEAN Public Relations Network with ASEAN Secretariat to be included in ASEAN Charter – Annexe 2.

The purpose, of forming the ASEAN Public Relations Network, is “to champion connectivity, collaboration, friendship and mutual understanding among ASEAN public relations communities” And to learn from each other best practices to face the challenges beyond ASEAN.

The supporters and the members of ASEAN Public Relations Network are PR leaders from Indonesian Public Relations Associations i.e. Perhumas, Bakohumas and Forum Humas BUMN, also members from the ASEAN region: PR Organization International Awareness – Vietnam, Institute of Public Relations of Singapore, Institute of Public Relations Malaysia, PR Society of the Philippines.

Many of us are only concern on Public Relations Practitioners, but who actually produce PR expertise?

Certainly educational institutions, therefore we also need to include, supporters from educational institutions such as University of Santo Thomas in the Philippines, the Lassalle University, University of the Philippines, Chulalonglorn University in Thailand, Lim kok Wing from Malaysia and Yangoon University from Myanmar and many others including the best universities Indonesia and beyond ASEAN.

The activities of ASEAN Public Relations Network include; “setting guidelines of standard competency and knowledge in public relations”. Therefore, a member of ASEAN public relations network, must be certified in Public Relations or an educator who has a Public Relations Degree or Diploma, Researcher and Students who studying Public Relations.

ASEAN Public Relations Network will work with Public Relations Associations in the Region :

- a. To create a universal code of conduct in PR Practice.
- b. And, as well to create a pool of Public Relations talent,
- c. To publish PR Practitioners, Educators and Association Directory,
- d. Conduct Research together and
- e. To Publish journals and literacy in public relations, base on ASEAN Applications.

So, we have to have clear benchmarks associated with skills, ethics and knowledge in PR.

ASEAN Public Relations Network will begin its first ASEAN public relations conference, tomorrow June 03 at The London School of Public Relations-Jakarta and the theme will be “Facing a cascade of transformation in ASEAN Public Relations Network”. Speakers are PR leaders from Indonesia, Singapore, Malaysia, Philippines, Vietnam and Thailand.

The next conference of APRN will be held in Manila – Philippines hosted by the Public Relations Society of the Philippines, and next year will be hosted by FAPRO (Federation of ASEAN Public Relations Organization) Conference in Malaysia, Dato Haji Ibrahim Bin Abdul Rahman, the Director General of Information Malaysia and also the President of FAPRO and has invited me to speak at the conference.

Ladies & Gentlemen, Respective Guests,

Tonight, we will witness the Awarding of Certification for Excellence in Public Relations given by National Certification Body (BNSP & LSP LSPR) to senior Public Relations Practitioners in Indonesia, Vietnam, Philippines, Malaysia, Singapore and Thailand. We will also award Certificates of Excellence in Public Relations to educators who are 'the gurus' of public relations.

We believe the friendships in ASEAN PR Network, the collaborations, the connectivity, the transformations, the attachments, and the bonding between us, will make ASEAN PR Network stronger, better, more power and ready to face the challenges of beyond ASEAN.

I would like to take this opportunity, to thank you all very much:

1. H.E Gusti Agung Wesaka Puja – Director General of ASEAN – SOM leader for his support and guidance in preparing ASEAN Public Relations Network and also
2. H.E Dr. Akp. Mochtan for his kind advice, guidance for registration and accreditation of ASEAN PR Network in the ASEAN Secretariat. The venue of this inauguration is sponsored by the ASEAN Secretariat. Thank you so much Pak Mochtan.
3. Last but not least our special thanks to Pak Adjat Darajat Ketua Badan Nasional Sertifikasi Profesi RI,

4. Our guests from the Philippines, Vietnam, Malaysia, Indonesia, Myanmar, Laos, Cambodia, Singapore, Brunei Darussalam, Thailand.
5. Our Media Partner :
 - Jakarta Post : Bpk Riyadi Soepomo, Bpk. Adi Pamungkas & Yudy Wanandi
 - Kompas : Bpk. Widi Kastrawan
 - Trans TV dan Trans 7
 - MNC Groups
 - Majalah SWA, MIX
 - Lite FM, Brava Radio
6. Thank you very much also to the committee who have worked very hard towards the success of this event, Mr. Kamal, Ms. Ramona, Ms. Gesille and the team of Perhumas.

Thank you all very much for your attention and your support of ASEAN Public Relations Network.

Terimakasih banyak and Wassalamualaikum Wr. Wb.