

Speech PKG the opening of ASEAN Public Relations Conference

June 03, 2014 @LSPR Campus

Assalamualaikum Wr. Wb.

May peace be upon you all

Welcome to:

1. His Excellency I. Gusti Agung Wesaka Puja – Director General for ASEAN SOM Leaders Indonesia.
2. Dr. Freddy Tulung MUA – Director General of Information and Communication and Information Technology of the Republic of Indonesia
3. Our honorable guest speakers at today's conference;
 - Dato Haji Ibrahim Abdul Rahman - Director General of Information Malaysia; President of Institute of Public Relations Malaysia
 - K. Bhavani, Past President of Institute of Public Relations of Singapore.
 - Datin Shameen Abdul Jalil, Past President of Institute Public Relations Malaysia.
 - Mr. Bao Nguyen Quoc – CEO of PR Organization International Awareness Vietnam.
 - Dr. Widodo Muktiyo – Dean of the Faculty of Communication University Sebelas Maret.
 - Ramon R. Osorio – President of Public Relations Society of the Philippines.
 - Ms. Parichart Sthapitanonda Phd - Associate Professor of Chulalongkorn University, Thailand.
 - LSPR Management, lecturers from various universities, PR Practitioners, students, ladies and gentlemen.

Good morning and welcome to the first Conference of ASEAN Public Relations Network. Thanks to God Almighty, that today we are able to be together here, to participate in the conference with theme : “Facing a Cascade of Transformation Public Relations Network”.

This conference will discuss the benchmarks associated with ethics, skills and knowledge of public relations, so today all of us can all learn from each other, best practices, from the practitioners as well the educators.

As we are now approaching ASEAN Economic Community (AEC) 2015, there are nine professionals are exist in the mutual recognition agreement (MRA) and as of now the PR profession has yet to be included. However, this does not mean the PR world is sleeping.

Competition for professionals who work in the field of public relations is increasing along with the openness of this profession for anyone who meets the required qualifications or demands.

PR Practitioners in Indonesia, as well as other countries in the ASEAN region will face stiff competition from the influx of PR practitioners from various ASEAN countries and beyond.

Various questions will be asked, all of which will be about assorted areas in the preparation of our PR professionals. There is no choice for us but to prepare. Preparation is certainly vital, especially when related to an increase in self confidence in the PR professional.

Public Relations in each country, most certainly is different, such as differences in professional standards, skill standards, and other are us. It is also likely to be a source of concern in 2015.

Therefore, LSPR has taken the initiative to form ASEAN Public Relations Network to champion connectivity, collaboration, friendship and mutual understanding among the ASEAN community of Public Relations.

The attachment, the transformation and the bonding among PR Practitioners and educators will make us even stronger, better and more power, to be ready to face challenges beyond ASEAN.

On this occasion, I would like to especially thank:

- 1) H.E Gusti Agung Wesaka Puja – Director General of ASEAN – SOM
Leader Indonesia

- 2) Bapak Freddy Tulung - Director General of Information and
Communication and Information Technology of the Republic of
Indonesia

3) The speakers:

- a. Dato Haji Ibrahim (Malaysia),
- b. Mr. Bao O Nguyen (Vietnam).
- c. Mr. Ramon R. Osorio (Philippines)
- d. Dr. Widodo Muktiyo (Solo),
- e. Ms. Parichart Sthapitanonda (Thailand),
- f. Mrs. K. Bhavani (Singapore)
- g. Datin Shameem Abdul Jalil (Malaysia)
- h. DR. Nico Wattimena

4) Our moderators for today Mr. Ermiel Tabrani, Dr. Rudi Sukandar.

5) Thank you also to the committee of ASEAN PR Network conference :
Mr Kamal, Ms Ramona, Ms. Gesille, Rizka, Sweeta, Ninis and Angel.
Thank you very much

Good luck for the conference and I wish you all have an enjoyable time at the
London School of Public Relations - Jakarta.

Prita Kemal Gani

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