



August 13, 2012

# IPRM

# ACCREDITATION

# PROGRAMME

Institute of Public Relations Malaysia,  
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## **BACKGROUND**

With globalisation, intense international competition and stakeholder activism affecting the operating landscape, it is essential that Public Relations (Strategic Counseling and Communications) Professionals sharpen their business focus and skills to become more critical partners and consultants to their organisation or clients.

Well-thought out strategic plans now replace front-line tactics. Increasingly PR professionals are called upon to work at higher levels of management with the need for more sophisticated communication skills and creativity, within the framework of more enhanced multi-disciplinary body of knowledge.

The Institute of Public Relations Malaysia (IPRM) as the national PR association would self-regulate the accreditation system to set international benchmark standards for Public Relations practitioners in Malaysia. Mandated by its members, IPRM has reviewed many accreditation models among local, professional or chartered organizations. They include as:

- Chartered Institute of Public Relations (UK)
- Public Relations Society of America (PRSA)
- Institute of Public Relations Singapore (IPRS)
- International Association of Business Communicators (IABC)
- Nigeria PR Act
- Malaysian Institute of Management (MIM)
- Malaysian Institute of Accountants (MIA)
- Malaysian Association of the Institute of Chartered Secretaries and Administrators (MAICSA)
- Bar Council of Malaysia, et al.

We have modified the various models to suit the Malaysian context, with a focus on lifelong learning as the path to professional standing.

## **OBJECTIVES**

### **❖ To recognise prominent and experienced PR professionals and allow practitioners to attain professional standing**

The accreditation programme will recognise the significant number of PR professionals who are well-qualified and experienced, and at the same time allow others to attain professional standing through continuous education, voluntary peer assistance programme and informal examinations. This will result in a critical mass of accredited professionals in Public Relations practicing under a common code of ethics and professional conduct, and a common professional certification process.

### **❖ To raise the level of professionalism of the Public Relations practice**

The accreditation programme will raise the level of professionalism of Public Relations practice in Malaysia. It is a measurement of the Public Relations practitioner's experience and competence in the field. It also ensures that the pool of Public Relations talent in Malaysia is credible and professional<sup>1</sup>.

### **❖ To provide a formal certification**

Accreditation provides a formal certification among the Public Relations practitioners. PR practitioners who have successfully completed the accreditation process will be recognised as an Accredited Public Relations practitioner and authorised to use the "APR" suffix in their designation.

There are many advantages to accreditation. It will become a symbol of strengthening professionalism among PR practitioners. Individuals who have been accredited have demonstrated that they have the experience and knowledge to meet the accreditation standards.

They are also dedicated to enhancing their profession through Continuing Professional Development (CPD) and Continuous Professional Education (CPE). As the Accreditation Programme becomes more established, more employers would list "APR" as a prerequisite when they hire Public Relations professionals, as demonstrated in matured environments eg USA , UK, the EU and Australia.

## **CRITERIA FOR ELIGIBILITY**

The Institute of Public Relations Malaysia will be accrediting Consultants and Senior Consultants, based on the criteria of assessing the education, the experience of the applicant and their contribution to the PR fraternity and their Body of PR knowledge. The Institute deems experience as one of the key criterion for accreditation. Track records of the applicant are important, as they will act as a gauge for the professional achievements of the practitioner. In addition, both practitioners and senior practitioners must have a reputation for abiding by the principles of accuracy, truthfulness, decency, tastefulness, and Ethical and Professional Code of Conduct. (Code of Athens and Code of Venice).

Applicants for accreditation must be **members of IPRM** in order to be eligible. However, being a member of IPRM **does not automatically** qualify one as an accredited PR professional.

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<sup>i</sup> Refer to Appendix II, FAQs Q4 – “What does “professional” mean in the Accreditation Programme?”

## **Tier 1 - Public Relations Practitioners**

### ***Educational Qualification***

The Institute is looking at professionals with at least 3 years of experience in the professional practice of public relations and communications, in various fields and industries. They must have a minimum of a Certificate/ Diploma/ BA/MA/PhD. in Mass Communication, Public Relations or a Bachelor's Degree of other disciplines such as Humanities, Social Sciences or Applied Sciences, which will be reviewed on discretion of the Accreditation Board. Holders of an IPRM Diploma or Certificate, and have at least 4 years of work experience in PR are also eligible for application.

### ***Project Management***

Applicants are required to submit 2 project reports – case studies, which show their capabilities in project management. The work exemplifies the applicants' abilities and allows the Accreditation Board to gain insights on the methodology practiced by the applicants' ability to plan, analyse, strategise and execute an in-depth multi-dimensional communications programme. Applicants must submit **two** recent reports of projects that they have managed within the past **three years**.

All project reports submitted should be at least three pages long, fully typewritten, double-spaced on A4 sized paper with secure binding. The report should cover the following areas as provided in the following template. In summary, it will cover:

- ♠ *Concept* – A description of the project and how it relates to the problem or opportunity.
- ♠ *Planning* – Objectives, originality and judgement in selecting strategies and techniques. It should also include the budget, accuracy of budget and the difficulties encountered.
- ♠ *Execution* – The process of obtaining management support, materials used in progress, adjustments to the plan, implementation techniques, difficulties encountered and how effectively resources were utilised.

♣ *Evaluation* – Whether objectives were met and how success was measured. Supporting materials like photographs, videos, letters, scripts, storyboards, press clippings and other materials used in executing the project should be included in the applicants' entry. Advertising materials would be accepted only if it forms an integral part of the project and contributes to its objectives.

If the project was executed with the assistance of other organisations or individuals, their names and addresses should be provided and their roles explained. All reports will be treated with strict confidentiality.

In keeping with more current practitioner practice, the Institute has chosen to provide a Lester Potter – Project Strategy Case study template that applicants can use for their project report:

### **Project Strategy case study**

This is the central activity of PR strategic planning. The task is to document strategies addressing various aspects of the client's/your company's needs. Ultimately, a series of top quality PR strategies will be delivered to the client in the form of a consultant's report. Supporting tactical materials will also need to be prepared to accompany the written documentation and presentations (during panel interviews).

This project strategy document should be presented in a business report format and contain the following elements.

### **PR STRATEGIC PLAN FRAMEWORK (Lester Potter Model)**

- 1. Executive Summary**
- 2. Background**
- 3. Situation analysis**
- 4. Strategy Development & Values**
- 5. Stakeholders**
- 6. Messages**
- 7. Implementation**
- 8. Budget**
- 9. Monitoring & Evaluation**
- 10. Stewardship**

## **1. Executive Summary**

Brief introduction and overview of the Corporation, including overall direction of report

## **2. Background**

Issues and challenges that the corporation faces, both internally & externally. Include SWOT analysis where appropriate, and research findings.

## **3. Situation Analysis**

The current situation that your current PR strategy has to deal with, in the short term.

You require a realistic analysis of the causes not the effect.

## **4. Strategy Development & Values**

Your strategy approach in dealing with the immediate concerns. Include both goals and objectives which must relate to the Vision & Mission . Link PR goals with organisational goals and value systems. This perspective is from a holistic view, and not from a micro-management viewpoint. Focus more on strategy than only PR tactics.

## **5. Stakeholders/Target Audiences**

Identify and segment your stakeholders

## **6. Messages**

Key messages and positioning to be communicated. Differentiated messages for different audiences/Publics: folks: media, employees, investors, partners. But all linked to overall message strategy.

## **7. Implementation**

Various PR communications practice areas can be grouped into: Employee Communications, Corporate Communications, Financial PR – Investor Relations, Media Relations, Public Affairs – Regulatory affairs, Community Relations (CSR), Government Relations - Lobbying, Marketing Communications, Not for Profit Public Relations, Issues Management and Crisis Communications (11 practice areas)

Use a Gantt chart to summarise your overall strategy plan, as this helps Finance Dept /CFO plan finance management – cash flows.

## **8. Budget**

Identify key activities, fees & out of pocket expenditure + contingency allocation to justify budget presented. Both operational and administrative.

## **9. Monitoring & Evaluation**

State how planned activities will be monitored.

Preferably use research based evaluation methods (evaluative, qualitative, quantitative) to justify budget and strategy.

- \* outcomes to be measured
- \* the measurement technique
- \* costs of measurement technique
- \* timing
- \* changes to plan, based on evaluation

## **10. Stewardship**

A statement of intent that emphasises the importance of maintenance & strengthening of relationships with key stakeholders & supportive publics (Prof Kathleen Kelly)... the “stewardship role ensures that the public relations process is continuous...” . PR plans are deemed to be sustaining and not ad-hoc activities.

### ***Written Examination : Qualifying Test***

The written examination is used primarily to examine the applicants' theoretical and practical knowledge, professional ethics, judgment and philosophical approaches to the practice of Public Relations. The written examination covers a wide range of topics and issues, which the applicants are expected to be knowledgeable in all aspects of Public Relations practice, regardless of their current field<sup>ii</sup>.

The 2½-3 hours written examination will be conducted before the interview. The questions will be prepared by the Examination Board and approved by the IPRM Executive Council.

### ***Panel Interview***

The applicants will be interviewed by the Accreditation Board, which is a composite of representation from government and private corporations, PR practitioners, as well as academics (*Refer to pg.16*). This provides an opportunity for the panel to assess the applicants' confidence and knowledge in their line of work.

### ***Grading of assessment***

Given that IPRM accreditation is recognition of experience and competence in the practice of public relations, the following percentages are given for three main components:

*Interview Assessment* : 40%

*Written Examination* : 40%

*Project Report* : 20%

Applicants must attain at least 65% of total aggregate before they are accredited.

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## **Tier 2 - Senior PR Practitioners/ Managerial status**

### ***Professional Project Management***

To qualify for this category, applicants must have at least 5 years of experience in the professional practice of Public Relations, and possess formal qualifications in related disciplines. For practitioners who have 8 or more years of experience, but do not have formal qualifications, they would still be classified as Tier 2/ Senior Practitioners or PR Managers.

Tier 2 practitioners are deemed to be more experienced, and the criteria of accreditation would be based mainly on experience and Professional Project Management. They must present to the Institute: a two successful projects which they have managed over the last **three years**, with a more in-depth and detailed report than that of Tier 1 applicants.

### ***Panel Interview***

The panel will examine the applicants' abilities in applying knowledge, theory, and philosophy to a disciplined approach of planning and coordinating communications programmes. The panel interview will complement the project reports by allowing the Accreditation Board to gain a better understanding of the applicants' knowledge of PR, approaches in ethical practice, professionalism and creative skills.

### ***Grading of Assessment***

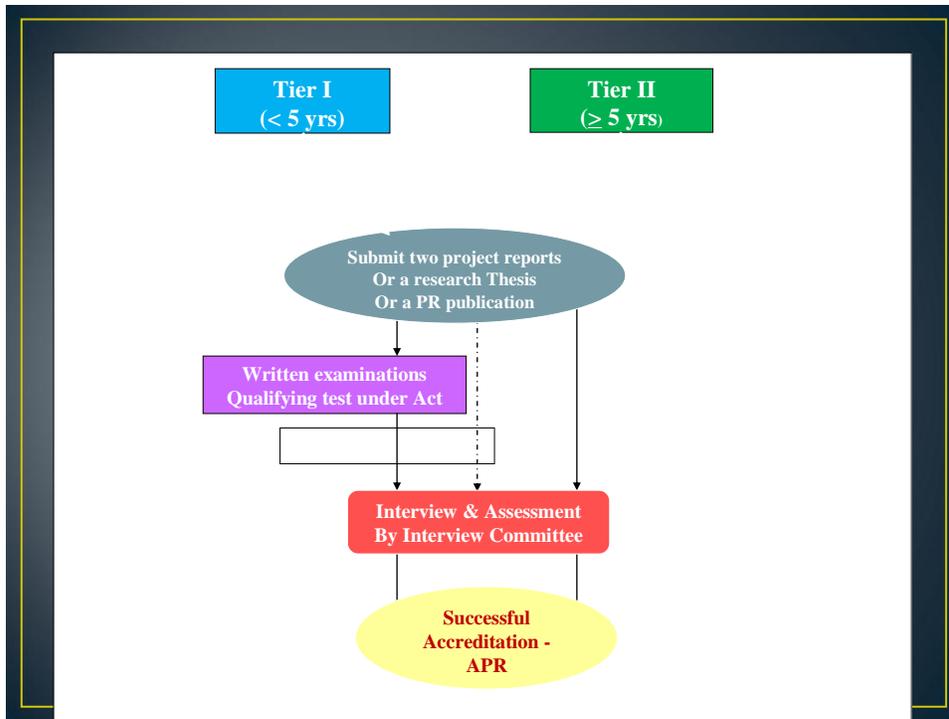
Applicants must attain at least 65% of total aggregate before they are accredited.

*Interview Assessment* : 70%

*Project Report* : 30%

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<sup>ii</sup> Refer to Appendix II, FAQs Q – “What are the areas covered in the Accreditation examinations?”



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## **QUALIFICATION TRACK – AMIPR**

<b>Tier</b>	<b>Part time/Full-time Communications Experience</b>	<b>Academic qualification (post secondary)</b>
1	≥ 3-5 years	Bachelor's Degree <sup>iii</sup> or Higher
1	4 years	IPRM Diploma/Certificate, Diploma/Certificate in similar disciplines, or equivalent
2	≥ 5-8 years	Bachelor's Degree <sup>iv</sup> or Higher
2	≥ 8 years	No related academic qualifications

<sup>iii</sup> & <sup>iv</sup> BA/ MA/PhD in the following disciplines: Communications, Social Sciences, Humanities, Applied Sciences, Commerce, Business Administration, Human Resource.

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## **STEPS IN ACHIEVING ACCREDITATION**

### **1. Application of IPRM Membership**

Candidates are required to be members of the Institute prior to their application for Accreditation. Current IPRM members to proceed straight to Step 2.

Non-members are required to fill up a Membership application form, together with a **Membership fee of RM100**, with the annual subscription fee of **RM100** and submit to the Secretariat for approval by the Chairperson of Membership. The Membership form can be submitted together with the accreditation application form. Renewal of IPRM membership is carried out annually in January.

### **2. Application Form**

Applicants must fill up the application form and submit the application fee together to the Institute. This application form is proof of the applicants' academic qualifications and work experience, which reflects the eligibility of the applicant who meets all the minimum requirements for accreditation.

The application package can be bought at IPRM Secretariat at RM 50 per package, inclusive of delivery to applicant, if needed. This package contains:

- Information on accreditation
- Application form (Appendix I)
- Frequently Asked Questions (FAQs) (Appendix II)
- CPD Details (Appendix III)
- Re-accreditation form (see Appendix IV)
- IPRM Code of Conduct (see Appendix V)
- IPRM Annual Report
- Calendar of all forthcoming courses and programmes (if available)

### **3. Project Report (see template)**

The report must include the objectives of the project, its execution processes and evaluation methods. The highlight of the report would be the applicants' role in the project; how applicants plan, analyse and execute the project. The report should demonstrate the applicants' knowledge and their ability to make use of it in their projects.

The report is to be submitted **two months** after notification from the Accreditation Board, after the review of applicants.

### **4. Panel Interview**

Applicants will be interviewed by a panel of representatives from the government, private corporations, public relations practitioners and academics from Public Relations and Communication studies. They will assess applicants' professional knowledge and skills.

Applicants will be notified of the date of interview after their applications are reviewed by the Board (*See pg 16, Accreditation Board*).

### **5. Written Examination**

Only applicants who fall under the 'Public Relations Practitioner' category have to sit for a written examination before the panel interview. The exam is aimed at testing the applicants' theoretical knowledge, professional ethics, written and analytical skills. The questions will be prepared by an Examination Board and approved by the Accreditation Board.

### **6. Referee**

Applicants must submit the names, addresses and telephone numbers of **two** referees. These referees must show that they are familiar with the applicants' work and track record, and are able to verify the applicants' eligibility and professional conduct. Applicants' relatives are not to be included.

**7. Award of Accreditation**

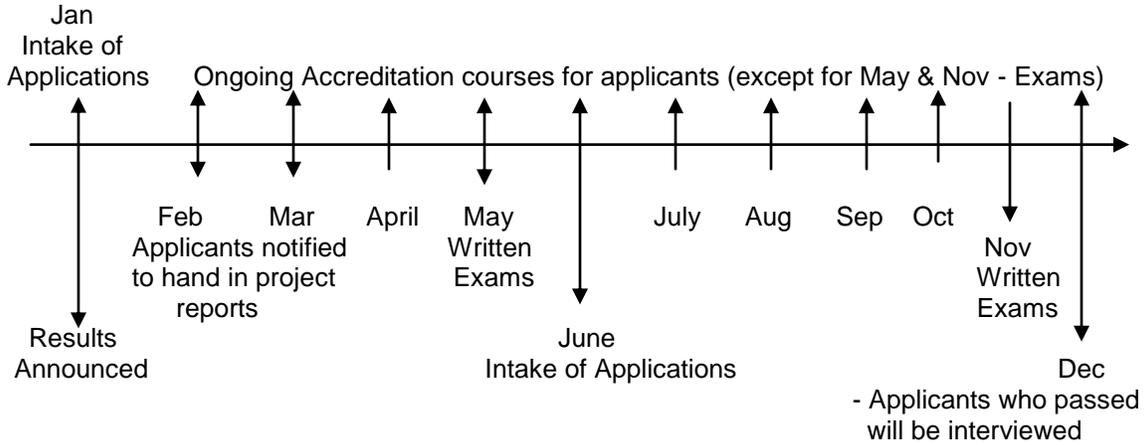
Applicants' must attain at least an average of 65% in their Project Reports, Written Examination and Panel Interview. If they satisfy all other criterion, they will be granted accreditation by the Board. They will then be allowed to used the "AMIPR" suffix after their designation.

**8. Period of Application**

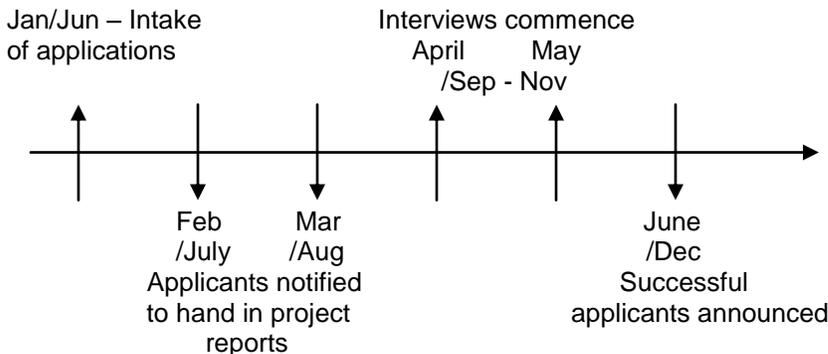
Applications for accredited status are fixed in the months of January and June of each year.

**9. Timeline for Accreditation**

The Accreditation timeline for Tier 1 practitioners are as follows:



The Accreditation Timeline for Tier 2 practitioners are as follows:



Ongoing Accreditation courses for applicants – except during May & Nov (Exams)

## **PREPARING FOR ACCREDITATION**

The two (Tier 2) or three (Tier 1) accreditation procedures - project report, written exams and panel interview – will be designed to gauge the applicant's knowledge and experience in Public relations - communications. Applicants must have a good general knowledge of communication concepts, management principles, ethics or code of conduct and practice analytical thinking when handling public relations- communication programmes.

Among the skills that will be included in the accreditation procedures include: (in no order of priority)

- Strategic thinking
- Communications audit
- Written communication (styles and techniques)
- Project management
- Presentation skills
- Budgeting and cost control
- Time management
- General knowledge on Malaysia's socio-political condition
- Human resource

The main text book reference for the accreditation exam is *Effective Public Relations, 8<sup>th</sup> Ed.* By Scott M. Cutlip, Allen H. Center & Glen M. Broom. (2000, Prentice Hall). Applicants are also encouraged to attend Accreditation workshops or seminars organised by IPRM or by other affiliated institutions or vendors. An annual seminar on the Malaysian socio-political scenario and will also be organized by IPRM and/or its collaborative partners to provide AMIPR members with a better perspective on the local front.

## **AFTER ACCREDITATION**

The accredited professional will hold the accreditation for a period of two years. IPRM subscribes to the need of Continuing Professional Development (CPD), we believe that it is important for accredited members to keep abreast with various advancements in their field, especially in information and communication technology and new codes of conduct, regulatory issues etc. Thus, the accredited member has to maintain a minimum requirement of 20 CPD points for two years, in order to qualify for re-accreditation<sup>v</sup>. This enhances the accredited professional's credentials and ensures a high standard of expertise for the profession.

### **UNSUCCESSFUL APPLICANTS**

If the Accreditation Board decides that an applicant lacks the experience and competence to be accredited, a feedback and suggestion report will be sent to the applicant, informing him/her on the areas of weakness and on how to raise the levels of competency. This would aid the applicant for his/her future application.

Unsuccessful applications may appeal to the Institute, in writing, two months from the date of notice.

### **APPEAL PROCESS**

An Appeal Committee, consisting of two PR professionals who did not participate in the original accreditation selection and one member from the Interview Panel, will review the applicant's result and his/her eligibility. The candidate *may* (upon discretion of the Appeal Committee) be required to submit another project report and/or to sit for another oral examination. The Appeal Committee's decision shall be final and the unsuccessful applicant is allowed to reapply.

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<sup>v</sup> Upon legislation of the PR Professional Act, all CPD points under Accreditation will be transferred  
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## **ACCREDITATION BOARD**

The Accreditation Board is made up of experienced practitioners and academics in the field of Public Relations and Mass Communication. There are **three** committees: comprising of the Examination Board, Interview Panel and Appeal Committee. Members of the Accreditation Board are appointed by the IPRM Executive Council (EXCO).

All members of the Accreditation Board and the 3 committees will hold the office for a period of two years, which will be renewable for a subsequent two years at the discretion of the EXCO. The renewal however does not apply to representatives of the three Ministries (Information, Higher Education, Human Resource), the head of school from a local public/private tertiary education institution, and IPRM Fellow/ Advisors/ veteran practitioners, as these representatives are selected by their respective agencies on a rotational term of two years.

The Accreditation Board will consist of:

1. Accreditation Board Chairperson
2. Secretary of the Board
3. Ministry of Info representative.
4. Ministry of Higher Education rep.
5. Ministry of Human Resource
6. Head of Mass Comm./Media Studies/PR/Communications or equivalent disciplines from local public/private tertiary education institutions (rotational basis)
7. IPRM Fellow/Advisor/Veteran practitioner (rotational basis)
8. Corporate PR Practitioner
9. Corporate PR Practitioner

There must be a quorum of five persons (and above) to conduct a Board meeting, and decisions made will be by a majority of votes. Each Board member must have a minimum of 10 years experience in their respective fields, and have a wide breadth of PR knowledge, both theoretical and practical. A full disclosure of the Board members' bio-data and their experiences will be made available upon request to any interested party.

The Interview Panel will consist of 3 positions:

- 1 academician
- 2 corporate PR practitioners

The Education Board will comprise of:

1. IPRM Fellow
2. Academician
3. Practitioner
4. Ministry of Higher Education rep.
5. Ministry of Information representative.

The Appeal Committee, however, will only be formed as and when an appeal is submitted to the Accreditation Board. It will consist of:

- 1 academician
- 2 corporate PR practitioners

Although the Appeal Committee is formed on an ad-hoc basis, the IPRM EXCO would nominate a panel of independent PR practitioners who will be called to sit on the Appeal Committee, as and when a case is submitted. Members of this committee must also fulfill criterion similar to the other Board members (See previous page), and must not have participated in the initial interview panel, to maintain impartiality of judgment.

## **RESPONSIBILITIES OF THE ACCREDITATION BOARD & COMMITTEES**

The Accreditation Board will oversee all aspects of the accreditation programme, as well as follow through with each application to ensure consistency is maintained in all selection procedures, as well as oversee the three committees under their purveyance.

The Education Board will be responsible for:

- Setting and reviewing the syllabus of the CPD courses
- Establishing links with other education institutions and other accreditation bodies (e.g. IPR UK, PRSA, IABC, IPRS, PRIA) for relevancy of syllabus
- Setting the exam questions and grading the exam papers.

The Interview panel will be responsible for:

- Reviewing applicants' project reports

- Conducting interviews to assess applicants' competency levels and base knowledge of PR
- Reporting to EXCO on suitability of applicants for accreditation

While the three committees report to the Accreditation Board, the Accreditation Board will report to the EXCO.

## **ACCREDITATION FEES**

Fees are charged for every application of Accreditation. The IPRM EXCO and the Accreditation Board reserve the right to amend the charges as and when they deem necessary. The fee structure is as follows:

### 1. IPRM Membership Fee (for non-members)

Accreditation Fee (for 2 years)	- RM 200
Members fee & Annual Subscription	- RM 100
<b>Total</b>	<b>RM 300</b>

### 2. Accreditation Package

An Accreditation Package can be purchased from the IPRM Secretariat at RM50 each. Interested applicants would have to either purchase it at the Secretariat premises or send a cheque or postal order to this address:

Institute of Public Relations Malaysia,  
11th Floor (West), Wisma Sime Darby,  
Jalan Raja Laut, Wilayah Persekutuan,  
50350 Kuala Lumpur.  
Tel : (03) 2692 5061 / 5063 / (03) 2691 5062  
Fax: (03) 2692 5064  
Website: [www.iprm.org.my](http://www.iprm.org.my)  
Email: [info@iprm.org.my](mailto:info@iprm.org.my);

The names and return address must be stated clearly, to which the Secretariat will mail the package to them.

Alternatively, the accreditation can be emailed for convenience.

3. Administration Fee

An administration fee of RM100 is payable upon submission of application form for accreditation. This fee is non-refundable, regardless of the status of application.

4. Exam Fee

The fees for the written exam (only for public relations practitioners) is RM200.

5. Accreditation Fee

Once the applicants have been successfully accredited, they will pay an accreditation fee of RM200 for the two-year accreditation period.

6. Appeal Fee

Applicants who appeal will have to pay RM100. This fee is non-refundable regardless of the status of the appeal.

7. Re-accreditation Fee

After the accreditation expires, applicants who would like to re-accredit themselves will have to submit a re-accreditation form, together with a payment of RM100 for administrative charges, RM200 for accreditation charges. The total amount paid for re-accreditation would be RM300 (excluding IPRM annual subscription fees).

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## ACCREDITATION SCHEME

### APPLICATION FORM

The Institute of Public Relations Malaysia (IPRM) welcomes your application for accreditation. Please complete the application form according to the instructions given.

All sections in the form must be filled in legibly (please type or print).

1. A non-refundable administration fee of RM100 must be submitted together with each application for accreditation. Payment should be made by cash/ cheque /postal order, made payable to "Institute of Public Relations Malaysia". Please do not send cash by post. Applications without the administration fee will not be processed.
2. For non-IPRM members, a membership fee of RM100 and annual subscription of RM 100 must be paid with the Accreditation form.
3. Accreditation fee of RM200 is payable upon successful accreditation admission.
4. The completed application form, together with the application fee must be paid to the IPRM Secretariat at:

Institute of Public Relations Malaysia,  
11th Floor (West), Wisma Sime Darby,  
Jalan Raja Laut, Wilayah Persekutuan,  
50350 Kuala Lumpur.  
Tel : (03) 2692 5061 / 5063 / (03) 2691 5062  
Fax: (03) 2692 5064  
Website: [www.iprm.org.my](http://www.iprm.org.my)  
Email: [info@iprm.org.my](mailto:info@iprm.org.my);

**(I) PERSONAL PARTICULARS OF APPLICANT**

Tan Sri /Datuk/ Dato'/Datin /Mr / Ms/Others, plse state\_\_\_\_\_

Name:\_\_\_\_\_ Sex: O M O F

Membership No. :\_\_\_\_\_ Citizenship:\_\_\_\_\_

Date of Birth: \_\_\_(D)\_\_\_(M)\_\_\_(Y)

NRIC /Passport No.:\_\_\_\_\_ (old)\_\_\_\_\_ (new)

Home Address:\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postal Code:\_\_\_\_\_ Country:\_\_\_\_\_

Tel:\_\_\_\_\_ (H)\_\_\_\_\_ (O) Mobile:\_\_\_\_\_

**(II) EMPLOYMENT DETAILS**

Designation:\_\_\_\_\_ Date commenced:\_\_\_\_\_

Month /Year

Organisation:\_\_\_\_\_

Office Address:\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone:\_\_\_\_\_ (ext.)\_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please summarise current duties and responsibilities:  
(Please use a separate sheet if space provided below is insufficient)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(III) EMPLOYMENT HISTORY & EXPERIENCE (in chronological order)**

(Please note that only practical experience in practice or in employment relating to Public Relations will be considered by the Council; please use a separate sheet if space provided below is insufficient)

Organisation:\_\_\_\_\_ Designation:\_\_\_\_\_

From:\_\_\_\_\_ To:\_\_\_\_\_ Scope of work:\_\_\_\_\_

Month /Year Month /Year

\_\_\_\_\_  
\_\_\_\_\_

Organisation: \_\_\_\_\_ Designation: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Scope of work: \_\_\_\_\_  
Month /Year Month /Year

\_\_\_\_\_  
\_\_\_\_\_

Organisation: \_\_\_\_\_ Designation: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Scope of work: \_\_\_\_\_  
Month /Year Month /Year

\_\_\_\_\_  
\_\_\_\_\_

Organisation: \_\_\_\_\_ Designation: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Scope of work: \_\_\_\_\_  
Month /Year Month /Year

\_\_\_\_\_  
\_\_\_\_\_

**(IV) ACADEMIC QUALIFICATIONS**

Institution of Education	Qualification awarded	Year
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**(V) MEMBERSHIP WITH OTHER PROFESSIONAL ASSOCIATIONS**

Association	Year joined
_____	_____
_____	_____
_____	_____
_____	_____

**(VI) DECLARATION**

I hereby submit my application for accreditation to the Accreditation Board of IPRM. The following fees are enclosed along with 2 passport size photographs:

- IPRM Membership and Annual Subscription fee of RM100
- Administration fee of RM100 (non-refundable)
- Accreditation fee of RM200 (valid for 2 years)
- Examination fees of RM200 (where applicable)

I declare that the information given above is true and I permit the Accreditation authorities to verify the information with the necessary parties. I also understand that any false statements or misrepresentations I make in the course of the selection procedures will result in revocation of this application.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**(VII) REFERENCE 1 (to be completed on behalf of the applicant)**

I have read the statements made by the applicant which are, to the best of my knowledge and belief, correct. I am prepared to assist the Accreditation Board in respect of the applicant as far as I am able. I have known the applicant for \_\_\_\_\_ years. I am of the view and consider that his/her qualifications warrant consideration by the Board.

I also vouch for the good character and general suitability of the applicant.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

**REFERENCE 2(to be completed on behalf of the applicant)**

I have read the statements made by the applicant which are, to the

best of my knowledge and belief, correct. I am prepared to assist the Accreditation Board in respect of the applicant as far as I am able. I have known the applicant for \_\_\_\_\_ years. I am of the view and consider that his/her qualifications warrant consideration by the Board.

I also vouch for the good character and general suitability of the applicant.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Tel: \_\_\_\_\_ (H) \_\_\_\_\_ (O) Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

---

**FOR IPRM SECRETARIAT USE ONLY**

Application fee received on: \_\_\_\_\_

Date of Review: \_\_\_\_\_

Remarks: \_\_\_\_\_

Accreditation approved by: \_\_\_\_\_

Accreditation Certificate Number: \_\_\_\_\_

**Appendix II**

**Frequently Asked Questions (FAQs)**

1. Why should I apply for accreditation?

An Accredited Public Relations Professional indicates that the individual has demonstrated broad knowledge, experience and professional judgement in the field. The Accreditation programme will raise the level of professionalism of PR in Malaysia.

2. Who governs the process?

The Accreditation Board, which comprises of three teams: Interview Panel, Education Board and Appeal Committee. Members of the Accreditation Board are appointed by the IPRM Executive Council (EXCO). Each team will follow through the procedures for each applicant to ensure consistency. The Board is also in-charge of approving written exam questions, grading of the papers, and reviewing appeal cases.

3. Who is eligible?

Public Relations practitioners or Consultants who have between 3-5 years of full-time experience in the area of Public Relations and Senior Consultants/Managers who have more than eight years of full-time experience in PR. Applicants must be members of IPRM.

4. What does “professional” mean in the Accreditation programme?

IPRM ascribes to the general consensus of “professionalism ” as stated by Cutlip, Center and Broom in Chapter 3 of their widely used textbook, “Effective Public Relations”:

- Requires specialised educational preparation to acquire skills and knowledge which are based on well-researched theories
- Practitioners provide one-of-a-kind services which are recognised by the masses
- Social responsibility and public service are upheld over other interests
- Practitioners bear personal responsibility for their actions and strategic decisions

- Adopts self-governing practice, normally by an association of colleagues, by abiding to code of ethics or standard of performance

The “professional” standard that is attained through the IPRM accreditation process will be based on the above principles.

#### 5. How do I apply?

A full application package (including IPRM membership form) is available from the website, or the IPRM Secretariat at RM 100 from the following address:

Institute of Public Relations Malaysia,  
11th Floor (West), Wisma Sime Darby,  
Jalan Raja Laut, Wilayah Persekutuan,  
50350 Kuala Lumpur.  
Tel : (603) 2692 5061 / 5062 / (03) 2691 5063  
Fax: (603) 2692 5064  
Website: [www.iprm.org.my](http://www.iprm.org.my)  
Email: [info@iprm.org.my](mailto:info@iprm.org.my);

to have an Accreditation package and to be posted to their addresses, at the same price. Payments can be made through cash (in-person only), cheque or postal order.

#### 6. When can I apply?

While application can be any time of the year, the Accreditation process is conducted during the months of January and June each year. Refer also to page 13 for the Accreditation timeline for Tier 1 and Tier 2 applicants.

#### 7. What are the areas covered in the Accreditation examinations?

The areas covered in the Accreditation examinations include:

- Strategic thinking
- Communications audit
- Written communication (styles and techniques)
- Project management
- Presentation skills
- Budgeting and cost control
- Time management

- General knowledge on Malaysia's socio-political condition
- Human Resource

8. What if I'm not from Klang Valley, how do I submit my Accreditation project report?

You can record your work onto a CD-ROM and send it to the IPRM Secretariat.

9. What is the cost of Accreditation?

The cost for IPRM members would only comprise of the RM200 accreditation fees (for two years), RM100 administrative fees and RM200 examination fees. For non-members, an extra RM200 will be charged for application of the membership fees (RM100) and annual subscription fees (RM100).

10. What happens after I am accredited?

Accredited professionals are allowed to use the "APR" suffix after their designation. This they will hold for two-years, while obtaining 20 CPD points within the time span, in order to qualify for re-accreditation.

11. What if my accreditation application is rejected? Is there an appeal process?

Yes. Applicants who do not succeed the first time are allowed to re-apply. The Appeal Committee will review the application.

### **Appendix III**

#### **Continuing Professional Development (CPD) System**

Accredited Members will have to accumulate a minimum of 20 CPD points within two years in order to qualify for re-accreditation. They are responsible for keeping a record (e.g. Certificate of attendance) of all the courses they have attended and these must be submitted for verification when they apply for re-accreditation.

The details are as follows:

**Formal Education**

- Attending relevant *educational* courses such as Certificate, Diploma or other higher learning courses organised by IPRM or other approved training or educational institutes;
- Attending relevant *seminars/talks/workshops* organised by IPRM or other approved training or educational institutes;
- Attending *International Public Relations Conferences*
- Participating in *formal discussions* on Public Relations issues (e.g. focus group meetings, panel discussions, etc.)
- *Giving talks* at seminars/ conferences.

(Refer also to page 14)

The CPD points can be gained through any of the following manner:

	<b>Points</b>
(a) CPD courses and conferences organised by IPRM or jointly with other professional bodies	5
(b) Courses and conferences organised by other accredited organisations (e.g. IABC, IPRS, PRSA, IPRA, etc)	3
(c) Non CPD-courses run by IPRM and other recognised institutions/ vendors	5
(d) Submission/ writing of PR articles to the IPRM newsletter, journal and other publications	5
(e) Conducting a course/ seminar/ talk/ video presentation related to the job scope and industry of the practitioner	7
(f) Attending a course/ seminar/ talk/ video presentation conducted by recognised institutions/ accredited vendors	3
(g) Presenting a completed research paper	7
(h) Service as a member of the Exco or sub-committees	7

(i) Attendance at IPRM AGM	5
(j) Attendance at IPRM EGMs, Member Dialogues	3
(k) Attendance at international PR conferences	5
(l) Membership of other professional bodies:	
- Malaysian Institute of Directors (Corporate governance counsel)	2
- Malaysian Institute of Management (Management counsel)	2
- Malaysian Institute of Human Resource Management (Employee Public Relations)	2
- Malaysian Institute of Accountants (Financial/ Corporate PR)	2
- Malaysian Institute of Corporate Governance	2

This list will be updated by the IPRM EXCO as and when new institutions, organisations or vendors with courses and memberships related to public relations – communications are added.

*(The remainder of this page is intentionally left blank)*

## **Appendix IV**

# **RE-ACCREDITATION SCHEME**

# APPLICATION FORM

The Institute of Public Relations Malaysia (IPRM) welcomes your application for Re-accreditation. Please complete the application form according to the instructions given. All sections in the form must be filled in legibly (please type or print).

1. A non-refundable administration fee of RM100 must be submitted together with each application for Re-accreditation. Payment should be made by cash/ cheque /postal order, made payable to "Institute of Public Relations Malaysia". Please do not send cash by post. Applications without the administration fee will not be processed.
2. Renewal of Accreditation fee of RM200 is payable upon successful re-accreditation admission.

The completed application form, together with the application fee must be paid to the IPRM Secretariat at:

**Institute of Public Relations Malaysia,  
11th Floor (West), Wisma Sime Darby  
Jalan Raja Laut, Wilayah Persekutuan,  
50350 Kuala Lumpur, Malaysia.**

Tel : (603) 2692 5061 / 5062 / (03) 2691 5063

Fax: (603) 2692 5064

Website: [www.iprm.org.my](http://www.iprm.org.my)

Email: [info@iprm.org.my](mailto:info@iprm.org.my);

**(I) PERSONAL PARTICULARS**

Tan Sri /Datuk/ Dato'/Datin/Mr /Ms/Others, plse state \_\_\_\_\_

Name: \_\_\_\_\_ Sex: O M O F

Membership No. : \_\_\_\_\_ Citizenship: \_\_\_\_\_

Date of Birth: \_\_\_\_ (D) \_\_\_\_ (M) \_\_\_\_ (Y)

NRIC /Passport No.: \_\_\_\_\_ (old) \_\_\_\_\_ (new)

Home Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

**(II) EMPLOYMENT DETAILS**

Designation: \_\_\_\_\_ Date commenced: \_\_\_\_\_  
Month /Year

Organisation: \_\_\_\_\_

Office Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ (ext.) \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**(III) DETAILS OF CONTINUING PROFESSIONAL EDUCATION (CPE)/CPD**

Please provide a detailed listing of **all** Formal Education and industry events that you have attended in the last two years (Please use separate sheets if necessary).

Date	Title of Education Programme	Organiser	Points
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

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Total number of points \_\_\_\_\_

Other details:

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**(IV) REFERENCE 1 (to be completed on behalf of the applicant)**

I have read the statements made by the applicant which are, to the best of my knowledge and belief, correct. I am prepared to assist the Accreditation Board in respect of the applicant as far as I am able. I have known the applicant for \_\_\_\_\_ years. I am of the view and consider that his/her qualifications warrant consideration by the Board.

I also vouch for the good character and general suitability of the applicant.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

**REFERENCE 2 (to be completed on behalf of the applicant)**

I have read the statements made by the applicant which are, to the best of my knowledge and belief, correct. I am prepared to assist the Accreditation Board in respect of the applicant as far as I am able. I have known the applicant for \_\_\_\_\_ years. I am of the view and consider that his/her qualifications warrant consideration by the Board.

I also vouch for the good character and general suitability of the applicant.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

**(V) DECLARATION**

I am a member of IPRM and hereby apply for re-accreditation. I declare that the information given above is true and I permit the Accreditation authorities to verify the information with the necessary parties. I also understand that any false statements or misrepresentations I make in the course of the selection procedures will result in revocation of this application.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date DD/ MM/ YY

\_\_\_\_\_  
Name

\_\_\_\_\_  
NRIC/Passport No.

**FOR OFFICIAL USE ONLY**

Re-application fee received on: \_\_\_\_\_

Date of Review: \_\_\_\_\_

Remarks: \_\_\_\_\_

Re-accreditation approved by: \_\_\_\_\_

Accreditation Certificate Number: \_\_\_\_\_

## **Appendix V**

### **IPRM CODE OF CONDUCT (Code of Athens)**

This Code defines and implements Rule 4(i) of the Constitution of the Institute of Public Relations under the heading “Objects”, namely “to encourage and foster the observances of high professional standards by its members and to establish and prescribe such standards”. Public Relations is concerned with the effect of conduct on reputation. The following principles have been laid down to embody this concept and enhance relations between the Institute’s members and the public to whom they are directly or indirectly responsible in the performance of their duties.

- (1) A member shall not conduct his professional activities with respect for the public interest.
  
- (2) A member shall at all times deal fairly and honestly with his client or employers past and present, with his fellow members and with the general public.
  
- (3) A member shall not intentionally disseminate false or misleading information, and shall use proper care to avoid doing so. He has a positive duty to maintain truth, accuracy and good taste.
  
- (4) A member shall not engage in any practice which tends to corrupt the integrity of channels of public communication.
  
- (5) A member shall not create or make use of any organisation purporting to serve some announced cause but actually promoting a special or private interest of a member or his client or his employer which is not apparent.
  
- (6) A member shall safeguard the confidences of both present and former clients or employers. He shall not disclose except upon order of a court of competent jurisdiction any confidential information which he may have obtained in his official capacity without securing and making known the consent of the said client or employer.
  
- (7) A member shall not represent conflicting or competing interests without the express consent of those concerned given after full disclosure of the facts.

- (8) A member in performing services for a client or employer shall not accept fees, commissions or any other valuable consideration in connection with those services from any one other than his client or employer unless such practice is acceptable to the client or employer.
- (9) A member shall not cause or allow to be done anything for the purpose of touting or advertising calculated to attract business unfairly.
- (10) A member shall not propose to a prospective client or employer that his fee or other compensation be contingent on the achievement of certain results; nor shall he enter into any fee arrangement to the same effect.
- (11) A member shall not intentionally injure the professional reputation or practice of another member, but if such a member has evidence that another member has been guilty of unethical, illegal or unfair practices it shall be his duty to inform the Institute in accordance with the Memorandum and Articles.
- (12) A member shall not engage in or be connected with any occupation or business which, in the opinion of the Council, is not consistent with membership of the Institute.
- (13) A member shall not seek to supplant another member with his employer or client, nor shall he encroach upon the professional employment of another member unless both parties are assured that there is no conflict of interest involved, and are kept advised of the negotiations.
- (14) A member shall co-operate with fellow members in upholding and enforcing this Code.

A member who violates any section of the IPRM Code of Conduct shall be asked to show cause in writing to the Council why he/she should not be expelled from the Institute before such proceedings are taken against him/her.