

NEWS RELEASE

**For Immediate Release
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IPRM EXPANDS ITS REACH, STRENGTHENING THE FUTURE OF MALAYSIAN PR

- **IPRM affirms 20th IPRMSA University Chapter**
- **Strategic MOU signed with Malaysian Association of Communication Educators (MACE)**

Kuala Lumpur, 17th December 2024 – The Institute of Public Relations Malaysia (IPRM) is proud to announce significant milestones in its mission to fortify the future of public relations in Malaysia. With the addition of 5 new university chapters to the Institute of Public Relations Malaysia Student Association (IPRMSA) network, IPRM continues to expand its reach, empowering the next generation of PR professionals.

The five new student associations are from:

1. University of Malaya (UM)
2. University Malaysia Sabah (UMS)
3. University Malaysia Sarawak (UNIMAS)
4. Xiamen University Malaysia
5. Management and Science University (MSU)

The network now spans 20 IPRMSA university chapters, offering students unparalleled opportunities for professional development, networking, and mentorship. By connecting students with industry leaders and providing access to various types of events, workshops, and seminars, IPRMSA ensures that members are well-equipped to excel in their careers.

IPRMSA provides a dynamic platform for students to engage with industry leaders, participate in professional development activities, and gain valuable insights into the world of public relations. With this substantial increase in membership, IPRMSA is set to offer even more opportunities for events participation networking, mentorship, and skill-building, ensuring that students are well-prepared to excel in their future careers.

IPRMSA is also dedicated to collaborating with its student associations to organise various events that enrich both the minds and bodies of students. Recently, IPRMSA hosted a Fun Run in conjunction with World Diabetes Day, aimed at raising awareness among Gen Z students the benefits of walking and jogging for both physical and mental health. This event not only highlighted the importance of maintaining a healthy lifestyle and regular health checks but also provided participants with valuable networking opportunities with fellow students and public relations professionals who took part in the activity.

"We are thrilled to welcome these new chapters into the IPRMSA network and to formalize our partnership with MACE," said IPRM Education Director, Associate Professor Dr. Nurul Ain Mohd Hasan. "These initiatives underscore our commitment to nurturing talent, promoting excellence in public relations education, and driving the industry's bright future."

In a strategic move to enhance the educational landscape and foster stronger industry-academia collaboration, IPRM had recently signed a Memorandum of Understanding (MOU) with the Malaysian Association of Communication Educators (MACE), with currently over 200 pr and communication lecturers and professors across Malaysia. This partnership aims to provide comprehensive resources and support for communication educators and students, bridging the gap between academic knowledge and industry practice.

The MOU was signed by IPRM President, Jaffri Amin Osman, and MACE President, Professor Dr Mohd Yahya Mohamed Arifin. The signing ceremony was witnessed by the Chair of IPRM's Accreditation Board and MACE's Patron, Professor Dato' Sri Dr Syed Arabi Iddid.

With the MOU, IPRM envisions leveraging MACE's extensive network of over 200 members to foster a collaborative environment where educators and industry professionals can exchange ideas, conduct joint research, and develop innovative curricula that reflect the evolving needs of the PR landscape. This partnership is poised to enhance the quality of communication education in Malaysia, ultimately benefiting students and the industry alike.

"We are delighted to partner with IPRM to strengthen the bridge between academia and industry," Professor Dr Mohd Yahya stated. "This collaboration will provide our members with valuable resources and opportunities to ensure that our students are well-prepared for successful careers in public relations and communication."

The objectives of the MOU with MACE are

1. To promote, support and nurture communication capabilities in the fields of PR and Communications.
2. To identify, develop and enhance human capital inventories in the country to meet PR and Communications needs.
3. To jointly undertake public programs that can bridge communication roles towards nation-building.
4. To facilitate both academia and the industry to converge and complement strengths, purpose and goals, enabling a healthy, vibrant, responsible communications climate deemed essential for business, public services, and social harmony.

The signing of this MOU marks a significant step forward in strengthening the collaboration between IPRM and MACE, paving the way for enhanced communication practices and education in Malaysia. Both organizations are committed to working together towards achieving their shared goals and contributing to the betterment of the nation's communication landscape.

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About IPRM:

The **Institute of Public Relations Malaysia (IPRM)** was founded in 1962. It was initiated by a group of public relations practitioners from commerce, industry and government. Today, IPRM represents the national public relations body of Malaysia and has members; both individual and corporate from the academia, private and public sectors, pr agencies and individual practitioners. It is the only organization of its kind in Malaysia to devote itself exclusively to the study and development of best public relations practices.

About IPRMSA:

The establishment of **IPRM's student chapters (IPRMSA)** in universities and institutions of higher learning across Malaysia aligns with IPRM's mission to nurture future leaders in the public relations and communications field from their student days. IPRM encourages universities and higher learning institutions that offer communications and public relations programs to collaborate with IPRM in setting up student chapters within their institutions. As of now, there are 20 IPRMSA student chapters established.

<https://iprm.org.my/>

About MACE:

The **Malaysia Association of Communication Educators (MACE)** was established in 2016. MACE embraces a strategy of empowering communication educators from all educational institutions and communities from the ground up, facilitating leadership opportunities, and advocating for impactful changes. MACE aims to promote and advance communication and media studies in Malaysia through dialogue, intellectual discussion, and knowledge exchange among its key stakeholders. MACE engages and mobilizes educators, professionals, industrial players, and community members from diverse backgrounds.

<https://www.macemalaysia.org/>

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