

TAR University College In the Limelight

09 December 2017

THE
Star
ONLINE

Utar students win award for public relations campaign promoting Kampar



Tan (second from left) receiving the gold award under the Institutions of Higher Learning - Students category from Arnold (left) during the MPRA 2016/2017 ceremony. Looking on are Wahl Irwan (second from right) and Muhamad Qamar.

A TOTAL of 202 Public Relations students from Universiti Tunku Abdul Rahman were marked yet another milestone when their public relations campaign, "WOW Kampar" clinched a gold award in the Malaysia PR Awards (MPRA) 2016/2017.

They received their award under the Institutions of Higher Learning category at the awards ceremony held in Kuala Lumpur last month.

Representing the group to receive the award was WOW Kampar public relations division senior vice president Desmond Tan Chong Kee together with WOW Kampar advisers Wahl Irwan Abd Kahar and Muhamad Qamar Rahman Md Isa.

They received the award from the MPRA organising chairperson Jacqueline Arnold, who is also managing director of Centriq PR.

Tan said winning the award was something that they had always aimed for.

"We worked tirelessly throughout this event to ensure it was a success. Our hard work has finally paid off and it is also recognition for Utar, as we are the only gold recipient in the Institutions of Higher Learning category," he said.

TAR University College and Taylor's University were awarded silver and bronze awards, respectively.

WOW Kampar was a campaign organised by Utar together with Kampar District Council in conjunction with Visit Perak Year 2017.

The event campaign was overseen by a total of 202 Utar PR students with the support from the Perak state government and Tourism Perak.

WOW Kampar was held from March 24 to 26 at Kampar and has also received *Anugerah Galakan Kecemerlangan Acara*, an honour awarded by the state.

With the presence of state Tourism, Arts, Culture, Communications and Multimedia Committee chairman Datuk Nolee Ashilin Mohammed Radzi as patron, WOW Kampar was successfully launched on the first day. Deputy Finance Minister Datuk Lee Chee Leong was present to close the event on the last day.

The WOW Kampar was part of the UAMP2023 Event Planning and UAMP2033 Event Management subject coursework.

All programmes and activities designed were based on the five components, namely trade show, sports and recreation, community relations, entrepreneurship, and edutainment.

WOW Kampar traditionally known as PR Campaign was initiated in 2011 and it has since gained momentum in becoming a significant annual event at Utar's Kampar campus.

This year marks the sixth consecutive year the PR campaign was held.

The Malaysian PR Awards is an annual programme by the Public Relations Consultants' Association of Malaysia (PRCA Malaysia) which gives recognition for excellence in public relations and rewards PR consultants and consultancies for innovative communications solutions for clients.

This year, there were a total of 14 categories open for submission and the Malaysian PR Awards committee aimed to see the industry's best work.

In 2015, a total of 217 students from the Utar PR Campaign 2014/2015: Volunteerism IV bagged the Bronze Award in the Malaysia PR Awards 2014/2015. Utar PR Campaign 2014/2015: Volunteerism IV was rewarded as the Bronze Award winner under the Public Sector Award.