



# PublicAffairsAsia

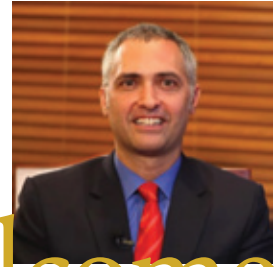
GUIDE TO THE AWARD  
CATEGORIES, JUDGES  
AND ENTRY PROCEDURES

THE GOLD  
STANDARD  
AWARDS 2011

## terms and conditions of entry

The Gold Standard Awards are operated by Public Affairs Asia Ltd. We reserve the right to amend the processes detailed in this guide without notice. Unless specifically stated these terms and conditions are subject to the laws of Hong Kong SAR.

1. Entries are encouraged from corporations, consultancies, state owned enterprises, governmental bodies, embassies, NGOs, think tanks, universities, chambers of commerce, trade promotion bodies and members of the government affairs, corporate communications and public affairs industries. Entries can be made on the basis of self-nomination or third-party nomination.
2. Entries should be in the name of the corporate body, agency or an individual but must also be lodged with the name of a lead contact in the event of any further information being required during the judging process. Entry packs will be available for download from September 1, 2011 and all entries must be received by midnight on October 21, 2011 – or be subject to the late entry process.
3. Judges have been selected on the basis of professional experience. Judges will not take part in any panel considering an entry where they have a professional or personal interest. The judges' decision is final and not subject to external review. PublicAffairsAsia will oversee the allocation of categories to ensure cross sectoral, geographical and industry representation. The judging panel is subject to change without notice and the process is subject to a strict Memorandum of Understanding which is available upon request. Judges may be drawn from sponsoring organisations but are restricted from the panel for which they are the sponsor. The judging panel chairman in 2011 is Steven R. Okun, director of public affairs with KKR in Asia Pacific.
4. Unless stated entries should not include any content which is commercially confidential or which breaches client privacy without the prior consent of the client. Where any supporting evidence or material supplied is commercially confidential it should be explicitly referred to as such. PublicAffairsAsia accepts no responsibility for the transmission of such information unless expressly stated in the original entry.
5. Entries should be restricted to 1000 words. Judges reserve the right to exclude any entry which breaches this word limit. Entrants can, where deemed necessary, include supporting evidence further to the 1,000 word formal entry. The judges reserve the right to exclude this material in the short-listing process. Once entrants have been short-listed the judges can request supporting evidence or further material. This process will take place from November 15.
6. Details of winners' entries, and those of the short-listed entrants, will be published in a special awards edition of PublicAffairsAsia. Copyright will be retained by the entrant although PublicAffairsAsia reserves the right to republish shortlisted or winning entries in whole, in part or in edited form in printed and electronic format.
7. It is the responsibility of the entrant to ensure that the entry processing fee of US\$200 per entry is settled prior to the close of nominations. Where the payment has not been received PublicAffairsAsia reserves the right to exclude the entry from the judging process. Once an entry fee has been processed it cannot be refunded. The entry fee is reduced to US\$100 where the entry is identical to an entry lodged in another category.
8. Late entry fees of US\$200 in addition to the entry fee apply to all entries received within seven days of the close of nominations.
9. Entries can be withdrawn (without refund) after the close of nominations. However it is not possible to withdraw an entry once the shortlist has been published (in the event that the entry is shortlisted).
10. Shortlisted nominees will each be entitled to two tickets The Gold Standard Awards reception at The Fullerton Hotel in Singapore on Thursday, January 19, 2012.
11. The Gold Standard Awards are operated by PublicAffairsAsia - the publication of the PublicAffairsAsia network. All rights are reserved by Public Affairs Asia Ltd., Level 19, Two International Finance Centre, 8 Finance Street, Hong Kong.



# welcome

**W**elcome to the entry briefing pack for the 2011 PublicAffairsAsia Gold Standard Awards. In public affairs, and especially in Asia, maximum impact is delivered when businesses, employees, customers, governments and NGOs work together. Today, companies face a host of new challenges which result from a combination of megatrends connected to globalisation, the environment and the proliferation of news and information.

The PublicAffairsAsia Gold Standard Awards identify excellence and achievement in these important areas. Since their launch in 2009, these unique awards, operated by the PublicAffairsAsia network, have become a recognised and respected part of the government affairs and public relations landscape.

This uniqueness stems from the diversity of the awards, ranging from social media and agency of the year to diplomatic excellence and political communications. Winners have included blue-chip companies, government agencies, world-leading communications consultancies and the diplomatic community.

The Gold Standard Awards are distinctive because of the quality and quantity of our judging team and this website includes details on the panel of 40 leading global public affairs and communications professionals which will determine who secures the Gold Standard accolade.

I am proud to be leading the 2011 Gold Standard Awards and, as Chairman I would like to invite you to take part. By nominating, or being nominated, you can promote the important work carried out by professional communicators, business, diplomats, governments and NGOs across Asia Pacific. We invite you to enter the 2011 awards, and to join us in Singapore next January where we will celebrate the very best in Asia Pacific public affairs and communications.

Good luck in what is sure to be a competitive and compelling contest.

STEVEN R. OKUN

Director of Public Affairs (Asia Pacific) KKR

Chairman of The 2011 PublicAffairsAsia Gold Standard Awards

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## the awards concept:

Launched in 2009, The Gold Standard Awards recognise excellence by corporations, governments and NGOs in the fields of public affairs, government relations, communications, public relations, CSR and governance.

New categories this year include The Gold Standard Award for Public Private Partnership, The Gold Standard Award for Financial Communications and The Gold Standard Award for Public Relations Consultancy of the Year.

Once again, the awards will recognise a top-level in-country or regional PA or communications practitioner through The Prospect Gold Standard Award for Professional Excellence. The PA industry will also identify the achievement of a political leader or campaigner through the open nomination Gold Standard Award for Political Communications.

Full details are available at [www.goldstandardawards2011.com](http://www.goldstandardawards2011.com)

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## entering the awards:

Entries are invited from all areas of business (corporate and consultancy), government, diplomatic and trade groups and NGOs.

Nominations should be registered in the name of the organisation and include details of a lead contact. The judges will assess initial entries and select a shortlist of three nominations, before the selection of winning entries. Entries must be lodged by the deadline of October 21, 2011 or in the case of late entries by October 28 (subject to prior agreement or late entry fee).

Entrants should complete the downloadable entry form and supply additional supporting material in digital format only.

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## the awards process:

Entries are welcomed through both self-nomination and third-party nomination for all categories.

Nominations should be made using the downloadable entry form and should broadly comply with this format, unless where prior agreement has been sought from PublicAffairsAsia. A entry processing fee of US\$200 is levied on each submission. This fee is discounted to US\$175 for PublicAffairsAsia subscribers.

There is no charge for NGO-submitted entries for The Gold Standard Award for NGO Engagement and embassy submissions for The Gold Standard Award for Diplomatic Engagement. Fees are also waived for NGO entries in other categories, and for government agencies whose rules preclude award entry payment. No entry fee applies to the The Gold Standard Award for Political Communications, which is open to nominations from members of the public in addition to corporate, governmental and NGO bodies.

Where an identical entry is submitted to two separate categories, the second and subsequent entries are reduced to US\$100. Late entries are permitted but will incur an additional late entry fee of US\$200 providing they reach PublicAffairsAsia no later than seven days after the close of nominations. The late entry fee is waived where entrants have received prior permission to lodge the entry after the October 21 deadline.

For further information or clarification contact Mark O'Brien  
at PublicAffairsAsia via [markobrien@publicaffairsasia.com](mailto:markobrien@publicaffairsasia.com)

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## the categories, criteria and guidance notes:

There are nine main categories and five professional categories in the 2011 Gold Standard Awards programme. Please note that the 2011 criteria have been simplified to provide entrants with maximum flexibility to present their entries. Note, however, that unless otherwise stated judges will be encouraged to assess entries on the basis of a weighting split equally between PLANNING (33%), EXECUTION (33%) and OUTCOMES (33%). Entries should be framed accordingly. Unless otherwise stated the work entered should relate to the period of 18 months prior to the close of nominations for The 2011 Gold Standard Awards.

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### THE GOLD STANDARD AWARD FOR CORPORATE RESPONSIBILITY

This award identifies excellence in the development of a CSR, sustainability or good governance project which enhances corporate reputation. It is open to corporations, NGOs and public bodies who can show commitment to sustainable business practices, governance values or corporate responsibility either through a single campaign, case study or broader corporate commitment to these outcomes.

Criteria: Please provide no more than 1000 words with particular reference to the planning, implementation, outcomes achieved through a project or broader corporate commitment to corporate responsibility.

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### THE GOLD STANDARD AWARD FOR COUNTRY OR TRADE PROMOTION

This award recognises effective communications and public affairs activity in the promotion of a country, industry or trade. It focuses on the work of chambers of commerce, embassies, trade and industry groups and government trade promotion and investment agencies. It is open to any domestic, regional or global trade promotion activity connected to the Asia Pacific region.

Criteria: The entry must not exceed 1000 words and illustrate how the body is effectively promoting its core industry, national or regional trade related aims and objectives.

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### THE GOLD STANDARD AWARD FOR CORPORATE FINANCIAL COMMUNICATIONS

This award is designed to identify excellence in corporate financial communications, government relations or regulatory affairs. It is open to corporations, financial institutions government agencies or regulatory bodies active in the financial communications arena. Entrants should show "Gold Standard" excellence in areas such as M&A communications, IPO communications or related regulatory or governmental affairs.

Criteria: Please provide no more than 1000 words with particular reference to the planning, implementation and outcomes of a financial communications or regulatory public affairs campaign. Nominations from the agency sector in this category should be lodged in the name of the corporation or governmental agency for whom any work was conducted. Third parties, such as public relations consultancies, can act as the nominator where the nominee is a client.

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Download the entry form from [www.goldstandardawards2011.com](http://www.goldstandardawards2011.com)

## THE GOLD STANDARD AWARD FOR DIPLOMATIC ENGAGEMENT

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This award identifies excellence in diplomatic engagement through the nomination of any ambassador, embassy or diplomatic mission. It recognises achievement in corporate public affairs in areas such as the promotion of trade, economic, political or cultural relations. Nominations can be made by diplomatic missions themselves or by a third party, such as a foreign ministry, a partnering corporation, trade group, chamber of commerce or NGO. Entries must show achievement of a desired strategy or outcome following a process of external engagement by the ambassador, embassy or consulate. Criteria: Please provide no more than 1000 words with particular reference to a project or broader engagement strategy developed by an ambassador or diplomatic mission. There is no entry fee for nominations lodged by embassies or consulates.

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## THE GOLD STANDARD AWARD FOR ISSUES MANAGEMENT AND CRISIS COMMUNICATIONS

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This category requires nominations outlining excellence by any corporation, government, NGO or agency in communicating key messages in the management of an “issue” or “crisis”. It is open to entrants from all sectors which can show a “Gold Standard” response to an event which took place in the 18 months prior to the close of nominations.

Criteria: Please provide no more than 1000 words with particular reference to the planning, implementation and outcomes achieved by the body in the preparation for, or handling of, a crisis or issue.

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## THE GOLD STANDARD AWARD FOR NGO ENGAGEMENT

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Advocacy starts here.

This award identifies excellence in NGO engagement with external groups. It applies to domestic and international NGOs operating in Asia Pacific or to Asian NGOs operating overseas. Nominations should identify “Gold Standard” achievement by an NGO in its strategic engagement with government, business or civil society. Nominations can be self made or by a third party, such as a fellow NGO/corporation/chamber of commerce or government agency. Criteria: Please provide no more than 1000 words with particular reference to the planning, implementation and outcomes achieved through NGO engagement. There is no entry fee for nominations lodged by NGOs.

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## THE GOLD STANDARD AWARD FOR PUBLIC PRIVATE PARTNERSHIP

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This award recognises excellence in any project involving both the public and private sector in Asia Pacific. It reflects the growing importance of public private partnerships in areas such as health promotion, environmental protection and the delivery of public services. The award will be made to a partnership group in recognition of the public affairs and communications engagement, execution and outcomes connected to their PPP programme.

Criteria: Nominations of no more than 1000 words can be lodged by any of the participants of the public private partnership and must illustrate how the collaboration achieved a pre-determined outcome utilising effective public affairs, government relations or communications.

## THE GOLD STANDARD AWARD FOR SOCIAL MEDIA COMMUNICATIONS

This award recognises excellence in the use of social media as a communications tool by business, government or NGOs. Entrants must show how social media has been used to effectively communicate with target stakeholder groups and has achieved desired outcomes.

Criteria: Please provide no more than 1000 words with particular reference to the planning, implementation and outcomes achieved by the social media communications campaign or strategy.

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## THE GOLD STANDARD AWARD FOR STAKEHOLDER ENGAGEMENT

This award identifies excellence in a strategy or campaign engaging stakeholders such as government, the media, regulators, employees and the public. It is open to corporations, governments, embassies, NGOs and trade groups represented in Asia Pacific or representing Asian interests outside Asia. Outcome based it will show how a process of planned engagement has achieved a positive outcome with stakeholders.

Criteria: Please provide no more than 1000 words with particular reference to the planning, implementation and outcomes achieved through the process of stakeholder engagement.

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## People and Professional Categories

### THE GOLD STANDARD AWARDS FOR 'CONSULTANCY OF THE YEAR'

#### CATEGORY A: PUBLIC AFFAIRS CONSULTANCY OF THE YEAR

This award identifies public affairs excellence by a consultancy at either the in-country office or regional network level. It is open to public affairs and public relations consultancies operating in Asia Pacific who have developed service offerings in the areas of public affairs, government relations and corporate affairs. Entrants must illustrate excellence in benchmark areas such as such as client relationships and deliverables, professional team development and business growth.

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#### CATEGORY B: PUBLIC RELATIONS CONSULTANCY OF THE YEAR

This award identifies corporate public relations and communications excellence by a consultancy at either the in-country office or regional network level. It is open to public relations and comms consultancies operating in Asia Pacific who deliver service offerings in the areas of corporate communications and corporate public relations. Entrants must illustrate excellence in benchmark areas such as client relationships and deliverables, professional team development and business expansion.

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Criteria: For categories A and B entrants should provide no more than 1000 words with particular reference to the key consultancy performance benchmarks identified above.

#### THE GOLD STANDARD AWARD FOR 'IN HOUSE' TEAM OF THE YEAR

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This award identifies excellence in an in-house public/corporate affairs or communications team in Asia Pacific or related to the region. It is open to multinational and domestic corporations, government agencies and NGOs. Entries are expected to demonstrate the development and strategic importance of functions such as corporate communications/public affairs/government relations and illustrate their importance and contribution to broader business goals and corporate strategy. Criteria: Please provide no more than 1000 words with particular reference to the key benchmarks identified above.

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#### THE PROSPECT GOLD STANDARD AWARD FOR PROFESSIONAL EXCELLENCE

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This award recognises achievement by a communications, corporate or public affairs professional connected to the Asia Pacific region. It is open to senior corporate or consultancy communications and public affairs professionals who are seen as leaders among their peer-groups and the broader corporate affairs and communications industry in Asia Pacific.

Criteria: In no more than 1000 words entries should illustrate how the career achievements by the nominee identify them as an industry leader in the Asia Pacific region.

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#### THE GOLD STANDARD AWARD FOR POLITICAL COMMUNICATIONS

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This category recognises excellence in political communications. It is open to anyone or any corporate, NGO or governmental group to nominate a politician, public figure or campaigner who has shown significant achievement through their communications over the previous 18 months.

Nominations are invited from individuals and organisations.

Criteria: Please provide no more than 400 words to describe how the nominee has displayed excellence in their communications and engagement with target audiences. There is no nomination fee for this category, for which nominations close on December 1, 2011.

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Questions concerning the criteria, entry process or the wider Gold Standard Awards programme can be answered by emailing Mark O'Brien at [goldstandard@publicaffairsasia.com](mailto:goldstandard@publicaffairsasia.com)

Full details on all judges, sponsors, partners are available at  
[www.goldstandardawards2011.com](http://www.goldstandardawards2011.com)

VISIT THE WEBSITE TO DOWNLOAD THE  
ENTRY FORM IN PDF OR WORD FORMAT

DEADLINE FOR NOMINATIONS:  
OCTOBER 21, 2011

late nomination deadline October 28 - subject to late fee or arrangement

## The 2011 judges:

JULIA AHMAD is President of PRCA Malaysia and the Managing Director of Hill & Knowlton (SEA) Sdn Bhd in Kuala Lumpur. She specialises in corporate and financial communications, public affairs and also provides counsel on issues and crisis management for both local and multinational clients. She has worked in the United States, Malaysia and Singapore.

ASIF UDDIN AHMED is Programme Director of Economic Empowerment at Care Bangladesh. He is a business development specialist with nearly a decade of enterprise development experience in Bangladesh and abroad. He specialises in business development services for micro, small and medium enterprises and corporate social responsibility.

NIGEL ALLMOND was a leading figure in TV advertising in Europe. He founded the Allmond Partnership which won the largest ever account win for a start up in the 20th century. A serial entrepreneur he has recently established Global Green Future, a renewable energy business with operations starting across SE Asia, the Middle East, India and Africa.

STEVEN ATACK is founding publisher of Public Affairs News and a specialist in international executive search and acquisition advice in public Affairs and government relations. He is vice president (Europe and the Russian Federation) of PublicAffairsAsia and proprietor of publicaffairsjobs.com.

JUMAATUN AZMI is the founder and managing director of KasehDia Sdn Bhd, a niche communication and consultancy firm and the founder of the The World Halal Forum. She is a member of the Asia Society's Young Leaders Group and has advised Malaysia's prime minister on Halal issues.

RICHARD BARTON is Managing Partner Asia (ex Japan) at Kream Gavin Anderson. Based in Hong Kong he has spent nearly a decade in Asia and specialises in corporate, crisis and financial communications - advising corporations on media and reputation management issues, mergers and acquisitions and government relations. He spent his early career in investment banking.

JITENDER BHARGAVA is a senior Indian corporate communicator who recently served as executive director, corporate communications of Air India. One of the country's most prominent communicators, he joined Air India in 1989 after 12 years as head of corporate communications at Coal India Ltd.

CAROLYN BREHM is Vice President for Global Government Relations for Procter & Gamble. She leads P&G's team of government relations practitioners who support key markets in the U.S., Asia, Europe, Middle East & Africa and Latin America. Prior to joining P&G over a decade ago, she worked in Washington, Shanghai and Hong Kong in a variety of government relations and public policy positions representing private sector, trade association and NGO interests.

MILES CELIC is Director of Group Public Affairs and Policy at Prudential Plc. He is based in London, but takes overall responsibility for the group's global public affairs. He was formerly with HSBC and commenced his career in the PA consultancy arena.

STEPHEN CRISP is the Global Head of Policy and Public Affairs at Nokia Siemens Networks. With teams in Nokia Siemens Networks' key geographic markets, he is responsible for leading on the company's political, policy and regulatory issues at a global level. Before Nokia Siemens Networks, Stephen worked with British Telecom and was appointed BT's Director External Affairs Asia Pacific in November 2008. He established the role, leading on BT's political and regulatory issues. From January 2005, he was Director European Affairs for BT. Based in Brussels, he led the political and regulatory team that has responsibility for representing BT in and to the EU institutions.

LYNNE ANNE S. DAVIS is Regional President and Senior Partner of Fleishman-Hillard, overseeing its Asia Pacific operations, including 16 wholly owned offices in nine countries. Fifteen of her over 20 years consulting with Fleishman-Hillard have been spent in Asia Pacific, where she has helped build the fastest-growing region in the firm. Public affairs is its fastest growing practice in Asia Pacific. Davis holds a journalism degree, cum laude, from the University of Missouri.

JUNIE DEL MUNDO is the CEO of EON The Stakeholder Relations Firm. He provides top level strategic direction in corporate affairs and government relations programmes. Prior to establishing EON, he was a career diplomat for 13 years and was posted at the Philippine Embassy in Paris with concurrent accreditation to Portugal and UNESCO. Junie was voted as one of the Top Ten Entrepreneurs by Entrepreneur Magazine in 2009. In 2010, he was a finalist for the Ernst & Young Entrepreneur of the Year Awards. Aside from being CEO of EON, Junie is a believer in volunteerism. He believes in acting as an 'advocate's advocate', where EON enables and multiplies CSR efforts with its clients and partners.

DONOUGH FOLEY is Head of Government and Regulatory Affairs, Asia Pacific, at Philips Electronics. Donough has been a resident in Asia for over 20 years and has been vice president of corporate communications & Brand at Lucent Technologies and managing director, corporate practice at Burson-Marsteller. He is a graduate of the National University of Ireland.

STEPHEN FORSHAW holds one of the leading regional communications positions as managing director of corporate affairs at Singapore state-owned investment company, Temasek. He was previously the corporate communications director for Microsoft in Asia and worked as VP of public affairs for Singapore Airlines. Prior to moving to Asia he was a senior adviser to a Minister in the Australian Capital Territory Government.

STEPHEN FROST is one of the co-founders and an executive director of CSR Asia. He is also an assistant professor at the Department of Asian and International Studies at the City University of Hong Kong.

MAHER GHANMA is the Director of DLA Piper's Global Government Relations (GGR) practice in the Middle East. An accomplished public affairs and political practitioner, Maher previously advised the Royal Court of His Majesty King Abdullah II and Her Majesty Queen Rania Al-Abdullah acting as Middle East & Africa policy analyst. A Jordanian he is based in Dubai.

SUKANTI GHOSH is managing director of APCO Worldwide in India. He previously served as the head of corporate affairs at Barclays Bank Plc and is based in Mumbai, India. He was previously head of corporate communications at BankMuscat SAOG and was Vice President of Public Relations at TBWA India. He also served as a partner at Sparsh PR and was associate director of Public Relations at Contract Advertising India Limited. He was educated at the Università della Svizzera Italiana and Jadavpur University.

YUAN HAIYING is president of Yuan Associates, the Beijing-based government affairs consultancy. He has over 30 years experience in the Chinese government, including senior positions in Washington DC., as China's Agriculture Attache, and in Rome, as the Alternate Representative to the United Nations Food and Agriculture Organization (UNFAO). Following his government service, Mr. Yuan served as vice president of APCO (China) and senior vice president of Edelman (China) before founding Yuan Associates in 2004.

ELIZABETH HERNANDEZ is Vice President, Government Affairs, Asia Pacific & Japan at Hewlett-Packard. Until 2010 she was the Director, Government and Public Affairs, Asia Pacific at GSK where she was responsible for developing and managing government and public affairs. Prior to joining GSK, she was Regional Director of the US-ASEAN Business Council, a Washington, DC based trade association, from 2002 to 2005.

CRAIG HOY is the executive director and editor of PublicAffairsAsia. A former Downing Street lobby correspondent, he was managing director of Europe's leading political publisher Dods until 2007 and previously worked with the BBC. An inaugural member of the Young Leaders Group which met in Washington DC in the wake of 9/11, he was educated at Edinburgh University and The City University in London.

AGNES HUI is Group Corporate Communications Manager for Wharf Limited. She has over 16 years of experience in corporate communications dealing with public affairs, media relations, corporate social responsibility, event management and crisis communications. She previously ran her own consulting firm the ARCH Communications and held senior positions at The Nielsen Company spearheading brand management and B2B communications. Before that she was with American Express responsible for public affairs, sponsorships and CSR programmes. She is voluntary treasurer of the International Association of Business Communicators (IABC) and the Membership in-charge for the Public Relation Professional Association (PRPA) in Hong Kong.

FRANCIS INGHAM is director general and CEO of Public Relations Consultants Association in London. Ingham is a former official at the CBI in the United Kingdom and provides a high level European insight to the Gold Standard Awards panel.

SCOTT KRONICK is President, Ogilvy Public Relations Worldwide, China. An 18-year Ogilvy veteran with nine of those years spent in Beijing, Kronick was previously Managing Director, Ogilvy PR, China. In this role, he was responsible for the leadership and management of staff in Beijing, Shanghai, and Guangzhou, offices he founded for Ogilvy PR.

DEREK M. LAVALLEE is Director of Public Affairs & Public Relations at KG Partners. A former staffer at White House and the U.S. Department of Defense in the Clinton/Gore Administration, LaVallee counsels Fortune 500 companies, national trade associations and international diplomats.

ALVIN C. LEE was until recently Director of International Relations and Public Policy, Asia Pacific at Time Warner. He joined Time Warner Inc. in July 2001 based in Hong Kong. Mr. Lee's appointment to Time Warner came after an assignment as Consultant, Asia Marketing for FORTUNE Conferences, organizing the 2001 FORTUNE Global Forum in Hong Kong. He has been resident in Hong Kong for the past 15 years where he was Executive Director of The Canadian Chamber of Commerce in Hong Kong, then General Manager, Communications of The Better Hong Kong Foundation.

JEAN LIU is a marketing and strategy executive with IBM in China. Previously she was government affairs director with EDS in China and prior to that was with Burson Marsteller in Hong Kong.

TERENCE LYONS is Managing Director of The Stakeholder Company. Based in Singapore he oversees the company's regional and global work assisting the Fortune 500, governments and NGOs with better stakeholder solutions to connect with government and other key influencers. Terence previously headed Microsoft's global stakeholder engagement strategy. He holds a Bachelor of Laws from Murdoch University and is a graduate of various professional programs at the Kellogg School of Management and University of Pennsylvania Wharton School of Business. He is admitted as a Barrister and Solicitor of the Supreme Court of New South Wales.

OWEN MA is the Government Affairs Director at PepsiCo in China. He is also chairman of the American Chamber of Commerce in Beijing's Food Forum. He previously worked with Eastman Kodak Company and started his career All China Federation of Supply and Marketing Cooperatives. He has a Bachelor in Economics Degree from the Beijing Second Foreign Language Institute.

DR. SIMEON MELLALIEU is General Manager, Ketchum Hong Kong. A corporate communications specialist, his expertise lies in corporate positioning and reputation management, brand building, issues and crisis management, corporate social responsibility, broadcast media relations and sponsorship. Simeon is currently the Chairman of the Council of PR Firms of Hong Kong.

DR MARK MICHELSON is senior counsellor at APCO Worldwide and chairman of IMA Asia's CEO Forum in Hong Kong. He also is an adjunct associate professor at the Chinese University of Hong Kong and a member of the Fulbright Advisory Committee. He also served as an Associate Director-General for Investment Promotion at Invest Hong Kong.

PAUL MOTTRAM is Executive Vice President, Asia Pacific, at Bite Communications, which was formerly Upstream Asia. Based in Hong Kong, was previously Chief Executive Officer of Gorilla Asia, which merged with Upstream Asia in June 2001. At Gorilla, Paul oversaw all aspects of its business, including conferences, special events and online content.

ALISTAIR NICHOLAS is Executive Vice President of Public Affairs at Weber Shandwick in Asia Pacific. He is responsible for Weber Shandwick's reputation management and public affairs business in China and also leads the firm's regional Public Affairs practice across Asia Pacific. He previously served as president and CEO of AC Capital Strategic Consulting, which he founded in 2003. Prior to that he headed up Edelman's Beijing office. Immediately before moving to China he was Australia's Trade Commissioner to Washington DC. Earlier in his career Alistair worked in journalism, public relations and political advisory roles in Australia.

MARK O'BRIEN is the vice president of PublicAffairsAsia with responsibility for the Asia Pacific region. He previously held senior public affairs roles in the UK forest products and express delivery sector. He is a graduate of the University of St. Andrews.

STEVEN R. OKUN is Director of Asia Pacific Public Affairs for KKR and is the chairman of the Gold Standard Awards 2011. He is the Chairman of the Chairman of the Asia-Pacific Council of American Chambers of Commerce and served as Chairman of the American Chamber of Commerce in Singapore from 2008-2011. He is chairman of the 2011 Gold Standard Awards.

KAREN PAXTON is chief executive of The Public Affairs Recruitment Company. She provides recruitment advice and training for public affairs officers in public sector and private sector roles in Australia.

BEV POSTMA is originally from the UK and has been Executive Director of FIA since July 2010. A seasoned corporate affairs specialist with more than 15 years in the agri-food sector, she has worked with the food industry across Europe and Asia. Before joining FIA, Bev held corporate affairs roles at Syngenta in Asia, Kellogg's in Europe and the UK National Farmers' Union in London and Brussels. She has been at the forefront of many noteworthy projects, including the launch of the 'Red Tractor' quality mark on British Food and the introduction of anti-counterfeiting campaigns in various ASEAN countries.

ANDY ROBY is a former UK government official who was CSR adviser to the Timber Trade Federation in London. He now acts as an EU adviser promoting sustainable forestry in Indonesia.

JOHN RUSSELL is managing director of North Head, a Beijing-based public affairs and communications consultancy. He was previously executive vice president of Weber Shandwick and was responsible for the corporate communications and public affairs practices in Asia Pacific. He has extensive experience gained in Europe and Asia Pacific. He spent 10 years as the executive director of the American Chamber of Commerce to the European Union.

DR. THAVIRAP TANTIWONGSE is Public Affairs Director at GlaxoSmithKline, the global pharmaceutical company. He is based in Bangkok, Thailand and is responsible for all areas of public affairs including government affairs, corporate and internal communications, media and external relations, community partnership, and health economics. He is a graduate of London and Cambridge Universities in physiology and medicine.

RAKESH THUKRAL is Director - Public Affairs and Advocacy at Edelman in India. He has over 20 years of experience in public relations, public affairs and strategic communications. At Edelman, he provides senior counsel to the corporate practice team in Delhi and leads the firm's Public Affairs practice in India.

DATO DR. MICHAEL O.K. YEOH is Co-Founder and Chief Executive Officer of the Asian Strategy & Leadership Institute (ASLI) and Secretary-General of the Malaysia-China Business Council and the ASEAN Business Forum. He is Co-Chairman of the ASEAN Leadership Forum. He was recently appointed by the Prime Minister and Government of Malaysia to be Malaysia's Representative on the new ASEAN High Level Task Force which was announced by the ASEAN Heads of States and Governments to develop ASEAN Connectivity.

HANS VRIENS is managing director and founder of Vriens & Partners, the Singapore based public affairs and government relations consultancy. Hans is one of the foremost experts on Asia. He has lived and worked in the region for the last 19 years. He has been counsel to clients on many of the most sensitive issues in Asia during this time.

THANH VU joined the US-ASEAN Business Council as its first Vietnam Representative in late 2007 when the Council opened its Hanoi office. In this capacity, he advises the world's leading multinational companies on business strategies in Vietnam and helps them engage directly with leaders of the government of Vietnam and its ruling party.

JOE WELCH is senior vice president of government relations, Asia at News Corporation and previously held a similar role at Star TV. He was previously regional director of regulatory affairs (Asia) at MCI. He is based in Hong Kong was educated at Santa Clara University School of Law and Amherst College.

LIONEL ZETTER is an author on lobbying and public affairs. He is a vice president of PublicAffairsAsia, a director of the Enterprise Forum, and a member of the Executive Board of the Chartered Institute of Public Relations. Based in London, he is former president of the CIPR, a former Chairman of the Government Affairs Group, and is currently a consultant to a wide variety of PA and PR related bodies.

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We would like to thank all our sponsors, partners and judges for their support in the development and delivery of The Gold Standard Awards

[www.goldstandardawards2011.com](http://www.goldstandardawards2011.com)