For Immediate Release

PRPA launches The 6th Hong Kong Public Relations Awards 2025
Supported by an Esteemed Panel of Judges and Expanded Award Categories

(Hong Kong, 9 May 2025) Hong Kong Public Relations Professionals Association (PRPA) is thrilled to officially launch The 6th Hong Kong Public Relations Awards 2025 (the Hong Kong PR Awards), hailed as the "Oscars" of the PR industry. Themed **"Strengthening Connections, Enhancing Professionalism,"** the Awards aim to recognise outstanding achievements in public relations while fostering progress and innovation within the field.

At the launch, Professor Anthony Wu, GBS, JP, Chairperson of the Awards Organising Committee, warmly welcomed all participants. Professor Wu highlighted the Awards' significance as a platform that has, since its inception in 2010, presented more than 100 exemplary PR campaigns and amassed a collection of more than 300 best practices. He also expressed his heartfelt gratitude to Dr. John Chan, GBS, JP, one of the founders of the Awards, for his steadfast support since the inception of the Hong Kong PR Awards and as Honorary Advisor of The 6th Hong Kong PR Awards.

Professor Wu stated, "The theme of this year's Awards **'Strengthening Connections, Enhancing Professionalism,'** highlights the mission to elevate professional standards and foster collaboration within the PR industry. We introduce two new award categories — **Culture, Sports and Tourism Communications**, and **Corporate Publication Design and Presentation** — reflecting their growing importance in public relations."

He also emphasised that in an era of rapid technological advancement, particular with the rise of artificial intelligence (AI), the PR industry presented with new opportunities to innovate, enhance efficiency, and personalise engagement. He encourages PR professionals to embrace the changes and harness new technology to shape the future of the industry.

The launch event showcased insightful discussions on AI's impact on public relations, featuring distinguished speakers including Professor Darwin Choi, Associate Professor of Finance at the Hong Kong University of Science and Technology; Mr. Leonard Chan, Founder and CEO of tag.digital Limited; and Dr. Angus Cheong, Founder of uMax Data Technology Limited. These industry leaders shared their expertise on leveraging AI to improve communication efficiency, address emerging challenges, and elevate the value of public relations.

The Awards timeline includes key milestones such as registration by 30 June 2025 and submission deadlines by 11 July 2025. Winners will be honoured at the Grand Awards Presentation Ceremony and Gala Dinner on 28 November 2025.

Spanning **10 Public Relations Campaign** categories, **2 Individual Awards**, **a Student Award**, and **2 Special Awards**—**the Grand Award of Excellence and Most Creative Campaign Award**—the Awards uphold the highest standards of professionalism and innovation. Eligible entries must be campaigns launched and/or completed, with verifiable results, between 1 April 2023 and 31 March 2025. Online registration and submission are required.

Led by Chief Judge Mr. George Yuen, FHKloD, the esteemed judging panel comprises respected industry leaders and experts, ensuring a rigorous and impartial selection process.

Award Categories Overview

Public Relations Campaign Awards:	1	Brand / Reputation Management
	2	Corporate Sustainability
	3	Cross-boundary Communications
	4	Digital Communications
	5	Event Planning and Management
	6	Integrated Marketing Communications
	7	NGOs/NPOs/Social Enterprises Communications
	8	Stakeholder Engagement
	9	Culture, Sports & Tourism Communications
	10	Corporate Publication Design and Presentation
Individual Awards:	1	Outstanding Young Professional Awards (30th Anniversary Special)
	2	Outstanding PR Achievement Awards
Student Awards:	1	Future PR Rising Star Awards (Team Awards)
Special Awards:	1	Grand Award of Excellence
	2	Most Creative Campaign Award

Important Dates

Registration Opens:	On 9 May 2025 (Friday)
Early Bird Registration Deadline:	On or before 6 June 2025 (Friday) at 6:00 pm
Submission Opens:	On 6 June 2025 (Friday)
Registration Deadline:	On or before 30 June 2025 (Friday) at 6:00 pm
Submission Deadline:	On or before 11 July 2025 (Friday) at 6:00 pm
Presentation Session for Finalists:	September 2025
Awards Presentation Ceremony cum Gala Dinner:	28 November 2025

Judging Panel

Mr. George Yuen FHKloD (Chief Judge)	Independent Non-Executive Director Industrial and Commercial Bank of China (Asia) Ltd.
Professor Philip N L Chen GBS, JP	Professor of Practice in Management and Strategy Faculty of Business and Economics The University of Hong Kong
Ms. Lancy Chui	Senior Vice President, Greater China Region ManpowerGroup Greater China Ltd.
Mr. Francis Fong	Founding and Honorary Chairman Hong Kong Association of Interactive Marketing
Professor Anthony Fung PhD, JP	Dean, Faculty of Social Science, Director, Hong Kong Institute of Asia-Pacific Studies The Chinese University of Hong Kong
Professor Christine Huang	Head and Chair Professor, Department of Media and Communication City University of Hong Kong
Mr. C F Kwan MH, JP	Professor of Practice (Corporate Communications) Hong Kong Polytechnic University
Mr. Peter W Kwan	Director Hong Kong News-Expo Ltd.
Mr Jones Ng	Director Chiwa Digital Media Capital Group
Ms. Winnie Ng JP	Director The Kowloon Motor Bus Co. (1933) Ltd.

Ms. Tammy Tam	Editor-in-Chief South China Morning Post
Mr. Roger Wong	Chief Assignment Editor HK01 Company Ltd.
Mr. Paul Yang	Partner, Head of China FGS Global
Ms. Carol Yeung	Managing Director Golin Hong Kong

Nomination Committee for the Outstanding PR Achievement Awards

Dr. Linda Tsui	Honorary Chairman Hong Kong Public Relations Professionals' Association
Ms. Winnie Ng JP	Director The Kowloon Motor Bus Co. (1933) Ltd.
Ms. Clara Shek	President, Hong Kong Ogilvy Public Relations Worldwide Ltd.
Mr Richard Tsang	Chairman Strategic Public Relations Group

Link for HD photos: (Link)

Caption 1 and 2:
Dr. John Chan, GBS, JP, Honorary Adviser of The 6th Hong Kong Public Relations Awards; Professor Anthony Wu, GBS, JP, Chairperson of the Awards Organising Committee; and Mr. George Yuen, FHKIoD, Vice Chairperson of the Committee and Chief Judge, presided over the launch ceremony alongside other key Committee members. Their presence marked the official commencement of registration for The 6th Hong Kong PR Awards.

Caption 3:
Professor Anthony Wu, GBS, JP, Chairperson of the Awards Organising Committee delivered an opening speech emphasising the importance of innovation and professional development in the public relations industry.

Caption 4:
The launch ceremony of The 6th Hong Kong Public Relations Awards featured esteemed industry leaders, including Professor Darwin Choi, Associate Professor of Finance at the Hong Kong University of Science and Technology; Mr. Leonard Chan, Founder and CEO of tag.digital Limited; and Dr. Angus Cheung, Founder of uMax Data Technology Limited. They shared expert insights on harnessing AI to elevate communication strategies and address future challenges.

About Public Relations Professionals Association
Since its establishment in 1995, the PRPA has been striving to promote professionalism in the public relations industry. The PRPA also provides a platform for practitioners to exchange views and share experience for the development of individual professionals and the industry as a whole.

For media enquiries, please contact:

Ms. Viann Fan/ Mr. Chris Luk	Tel: 9718 8814 / 3101 1110	Email: secretariat.prawards@prpa.com.hk
Ms. Ruby Wan	Tel: 9460 4900	Email: ruby@prpa.com.hk