



STRATEGIC PUBLIC RELATIONS GROUP  
縱橫公共關係顧問集團

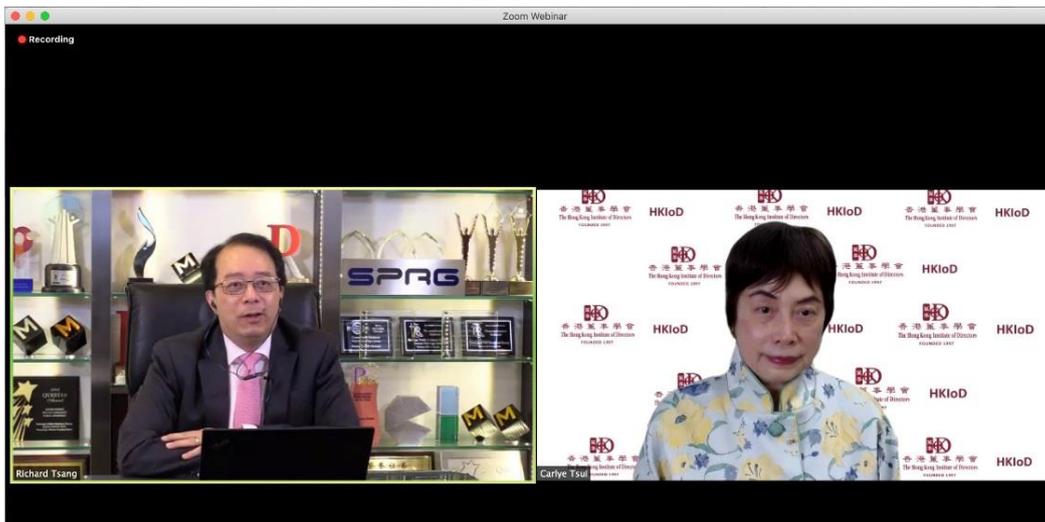
## SPRG Webinar “How Do Awards and Recognition Enhance Corporate Reputation?” Receives Overwhelming Response

(Asia Pacific – 17 July 2020) – **Strategic Public Relations Group** (“SPRG” or the “Group”) organised a webinar that centred on the topic “How Do Awards and Recognition Enhance Corporate Reputation?” Dr Carlye Tsui, CEO of The Hong Kong Institute of Directors (“HKIoD”) served as guest speaker, thus adding tremendously to the value of an event that received overwhelmingly favourable response from participants.

“Awards and recognition can boost a company’s reputation and instil confidence in stakeholders about the quality and professionalism of an organisation. Thanks to Dr Tsui’s insights, the participants, mainly SPRG clients, are now more motivated to apply for reputable awards, which represent invaluable opportunities for gaining official recognition from stakeholders, as well as paramount for raising their company’s reputation to the next level,” said Mr Richard Tsang, Chairman of SPRG and host of the webinar.

“The quality of corporate governance has a profound influence on the society,” said Dr Tsui. “At HKIoD, we strive to advocate corporate governance to enterprises and organisations, as well as promoting and providing the necessary education to the public. This is the twentieth year for HKIoD to organise Directors of the Year Awards, which aims to recognise the achievements of boards and individuals in demonstrating exemplarily high standards of corporate governance. This year’s awards, themed ‘Vanguard in Challenging Times’, is now open to applications, and I cordially invite all eligible companies and individuals to enter!”

As part of SPRG’s 25th anniversary celebratory activities, SPRG Webinar will draw attention to a number of important issues including crisis management and brand building.



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### **About Strategic Public Relations Group (“SPRG”)**

SPRG is one of the largest public relations networks in Asia Pacific and the largest public relations consultancy in Hong Kong.

It has more than 290 professionals working from 15 wholly-owned offices, as well as an associate company in Australia, all providing clients with integrated communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access 140 cities globally.

Since its founding in 1995, SPRG has proved to be an investor relations and financial communications specialist. It has also become a leader in IPO communications in Hong Kong, having completed over 460 new listing campaigns to date. Furthermore, SPRG has more than 170 listed company retainer clients and maintains a highly diversified portfolio of multinational and local financial institution clients. Indicative of SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, corporate and marketing communications, issues and crisis communication management, event management and digital marketing, as well as provides media and presentation skills training, design and content creation, and editorial support.

SPRG has garnered over 380 prominent awards in the client campaign and agency categories, including “Network/Agency of the Year” titles from The Holmes Report, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director; all serve as testament to SPRG’s dedication to excellence.

For more information on SPRG and its services visit: [www.sprg.asia](http://www.sprg.asia)

### **About The Hong Kong Institute of Directors**

The Hong Kong Institute of Directors is Hong Kong’s premier body representing directors to foster the long-term success of companies through advocacy and standards-setting in corporate governance and professional development for directors. A non-profit-distributing organisation with membership consisting of directors from listed and non-listed companies, HKIoD is committed to providing directors with educational programmes and information service and establishing an influential voice in representing directors. With international perspectives and a multi-cultural environment, HKIoD conducts business in biliteracy and trilingualism. Website: <http://www.hkiod.com>.

#### **Enquiries**

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