

# HONOURING ASIAN BUSINESS LEADERS FOR IMPACTFUL MEDIA INTERVIEWS



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## **Hong Bao Media Savvy Awards now accepting nominations of Singaporean and Malaysian business leaders who are great orators and media performers**

SINGAPORE/KUALA LUMPUR, Monday, 13 September 2021 – Nominations are now open for the Hong Bao Media Savvy Awards, which recognise Singaporean and Malaysian business leaders for excellent traditional- and new media skills.

Now into their fourth year, the Awards celebrate great homegrown orators

and media performers, and encourage other local business leaders to follow their example.

This year's Hong Bao Media Savvy Awards are again supported by the Asia-Pacific Association of Communications Directors (APACD), joined this year by Public Relations and Communications Association (PRCA) and the Investor Relations Professionals Association Singapore (IRPAS).

Entries are now open in three criteria: **Best Broadcast Interview**, **Best Online Interview** and **Best Live Webcast Presentation**.

Hong Bao Media Savvy Awards convenor Mark Laudi said, "In recognition of the shift to video conferencing, we have added a new category this year for Best Live Webcast."

"Internal communications, sales briefings, and conference presentations have all moved to video conferencing platforms. Together with virtual Annual General Meetings, live webcasting has become the norm and brought exceptional talent to the fore."

"We want to recognise those business leaders who through their presentation style are able to attain and retain their audience's attention, and inspire them to act, interact and transact."

These are in addition to the previous criteria of "Best Broadcast Interview", for interviews first carried on traditional radio and television stations, and "Best Online Interview", for interviews posted on the websites and channels of online-only and traditional print publications.

Nominations are now open at [www.mediasavvy.asia](http://www.mediasavvy.asia) until October 31, 2021.

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Hong Bao Media provides media solutions for corporate and government clients in the Asia Pacific and Middle East.

Our three core businesses are:

1. Media skills and executive presence training and coaching for

- senior business leaders
2. Live webcast production from our green screen studios, or on-location
  3. Active investments in a portfolio of blockchain and fintech start-ups

We operate two Integrated Communications facilities, one in Singapore's Central Business District and another in Kuala Lumpur's Central Business District. These consist of green screen television studios for on-camera recordings and webcasts, adjoining training facilities for small groups of senior executives.

## Contacts



### **Mark Laudi**

Press Contact

Managing Director

[mark.laudi@hongbaomedia.com](mailto:mark.laudi@hongbaomedia.com)

(+65) 6223 2249