



SMU

SINGAPORE MANAGEMENT
UNIVERSITY

21 September 2011

Mr John Lim
Chief Executive Officer
Reputation Management Associates Pte Ltd
7500A Beach Road
#23-317 The Plaza
Singapore 199591

Dear Mr Lim,

RMA Best Corporate Communication Student Awards in Managing Corporate Reputation

We are pleased to enclose a letter of appreciation from the recipient of the above bursary award.

Your support through this award has been a great source of inspiration and encouragement for our students as they strive for excellence through SMU's rigorous curriculum.

Should you wish to have further information about scholarships and awards at SMU, please do not hesitate to contact me or Ms Florence Tan at 6828 0467 or email: florencetan@smu.edu.sg.

Thank you for helping us to make that difference for our students. We look forward to your continued support at SMU.

Sincerely,

Ms Tan Siok Sun
Interim Director, Advancement & Alumni

Encl.

26th August, 2011
The Management
Reputation Management Associates Pte Ltd

Dear Sir / Madam,

Letter of Appreciation for RMA Best Corporate Communication Student Award for Managing Corporate Reputation

My name is Victoria, and I am a year-4 student in the Business Management programme at SMU. I am writing to express my sincere appreciation for your awarding me RMA Best Corporate Communication Student for Managing Corporate Reputation.

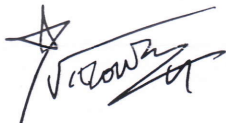
Looking back on my decision to take on Corporate Communication as one of my majors, I had very little idea what I was in for. Indeed, Corp Comm was not a field that I was familiar with, and it required so much more sophistication, strategic thinking and stakeholder orientation than I was ready for. It was challenging, and I was intimidated, but with the encouragement of my professors and the systematic approach they have taught me, I learnt to enjoy Corp Comm.

In the past four years I have been actively involved in volunteering with NGOs, in particular with this international organization called AIESEC. AIESEC is the world's most established youth-led leadership organization, focusing on developing young people into positive change agents. As the Vice President of AIESEC Singapore, I was fortunate to have a ready practice-ground to exercise the knowledge gained from my Corp Comm modules. It made me reflect on how we manage our internal and external stakeholders, and formulate strategies that would better align the organization with our change-management and reputation-management goals.

I am very honoured to have received the award; it is a strong affirmation that I have been working in the right direction, and at the same time an encouragement to expand my exposure towards managing corporate reputation. I am in my last semester right now, and I will definitely continue to push for academic excellence. Meanwhile, other than job-hunting, I will most likely continue my activities in the NGO sector, because I strongly believe in creating positive impact in the society. I hope eventually I will be in a position to give out awards, and not just be a recipient of it.

Once again, thank you very much for the award. I wish for the best for RMA.

Yours faithfully,



Victoria Chen Mei Chen
Recipient of RMA Best Corporate Communication Student Award for Managing Corporate Reputation
Lee Kong Chian School of Business
Cass of 2007
Singapore Management University