

**PRESS RELEASE****GOLIN SINGAPORE AND REPUBLIC POLYTECHNIC SIGN  
MEMORANDUM OF UNDERSTANDING**

*AI Golin Scholarship established to support students in academic and career pursuits*



*From left: Firdaus Ghani, Senior Lecturer, School of Management and Communication, RP / Joanna Lim Programme Chair, School of Management and Communication, RP / Rafidah Rashid, Managing Director, Consumer, Golin Singapore / Tui Jurn Mun, Director, School of Management and Communication, RP / Darren Burns, President, GOLIN APAC / Chomaine Chai, Managing Director, Corporate, Golin Singapore / Tio Wee Leng, Assistant Director (Capability & Industry), School of Management and Communication, RP / Caleb Ng Lecturer, School of Management and Communication, RP*

**Singapore, 5 March 2024:** Golin announced a collaboration with the Republic Polytechnic (RP) School of Management and Communication (SMC) at Republic Polytechnic (RP) to broaden prospects for its Diploma in Mass Communication students across Singapore. Under this strategic partnership, Golin and RP SMC will embark on several initiatives spanning curriculum development, real-world project collaborations, mentorship, and industry engagement. This reinforces RP SMC's commitment to providing students with cutting-edge experiential learning opportunities.

- **AI Golin Sponsorship:** Named after Golin's founder, who championed the notion that *'The best investment any community can make is in its youth,'* the scholarship embodies RP's unwavering dedication to academic excellence, offered to students distinguished by their academic achievements and involvement in co-curricular activities.
- **Enhanced Curriculum Development:** Golin will support curriculum enhancement in advertising, content creation, strategic communications, and public relations, integrating real-world best practices through engagement platforms like dialogue sessions, webinars, and field trips.

- **Practical Project Collaborations:** Golin will engage RP students in two client-focused projects annually, spanning research, campaign planning, social media content creation, and marketing proposals. This partnership aims to provide students with hands-on experience while meeting the needs of Golin's clientele.
- **Comprehensive Student Engagement:** Golin's involvement extends to student internships, staff attachments, mentorship in RP's upcoming Content Creators Studio, workshops, and talks, fostering a holistic educational experience and industry readiness.



*Team members of Golin Singapore with staff and students at the School of Management and Communication at the Republic Polytechnic*

**Tui Jurn Mun, Director of the School of Management and Communication at Republic Polytechnic, says,** *“The collaboration between Republic Polytechnic and Golin Singapore marks a significant step in bridging academia and industry. This partnership reaffirms our shared commitment to preparing students to excel in the rapidly evolving media landscape. Through the combined strengths of Republic Polytechnic's academic expertise and Golin Singapore's industry leadership, we aim to nurture a generation of dynamic communicators equipped with the skills, knowledge, and agility to thrive in an increasingly interconnected world.”*

**Rafidah Rashid, Managing Director, Consumer for Golin Singapore, remarks,** *“The advancement of our industry is fueled by its people: by the perceptions and mindsets they bring, and the influence they shape. We're both proud and honoured to contribute to the foundation of this new generation of Singapore's talent that spans our market, region and beyond”.*

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## **About Golin**

Golin is a global public relations agency that helps companies create change that matters. Together, we discover powerful human truths that bind us, create with bravery and collaborate inclusively. Golin's 1700 global employees operate across 50+ offices worldwide, allowing us to provide our clients with comprehensive solutions for multi-market, regional and global communications programs. Golin was named AMEC's 2023, 2022, 2021, 2020 and 2019 Communications Research & Measurement Team of the Year, PRWeek's 2021, 2020 and 2019 Global Agency of the Year, and is the first-ever PR agency to be credited with "ideation," when the firm took home Gold and Silver Lions at the 2019 Cannes Lions Festival of Creativity.

Across Asia Pacific, we are proud to have made an impact for over 25 years with award-winning teams in Shanghai, Beijing, Hong Kong, Singapore, Taipei, Jakarta, Mumbai, Gurgaon, Bangalore, Kuala Lumpur, Seoul and Tokyo. In 2023, Provoke awarded us Best Agency To Work For (Large) in Asia Pacific.

## **About Republic Polytechnic**

The first educational institution in Singapore to leverage the Problem-based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has seven schools and two academic centres offering 37 full-time diplomas in Applied Science, Engineering, Management and Communication, Hospitality, Infocomm, Sports, Health & Leisure, and Technology for the Arts.

RP is committed to nurturing professionals with strong problem-solving capabilities through an innovative and entrepreneurial learning environment, based on a holistic and industry relevant curriculum. RP's Academy for Continuing Education also offers a comprehensive suite of lifelong learning programmes to provide adult learners with skills upgrading opportunities.

For more information, visit <http://www.rp.edu.sg>.