

PRISA awards industry leaders

In addition to the Gold Award handed out for outstanding public relations at the [PRISA awards dinner](#) on Monday, 13 June 2011, the association also handed out the Ivan O'Brien Leadership Award in recognition of leadership excellence in the public relations industry and the PRISA President's Awards for service and commitment to the public relations profession.



L to R: Dr Irvin Khoza, Professor Ronel Rensburg, Ivor Blumenthal, Samantha Louis and Dr Danny Jordaan

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The event also saw the inauguration of the new PRISA president, as Samantha Louis handed over the chain of office to Professor Ronel Rensburg of the University of Pretoria after her two-year term.

The 7th PRISA/Ivan O'Brien Leadership Award went to Shobna Persadh, the SAB Miller corporate affairs manager for the Eastern region (KwaZulu-Natal). The award was presented by PRISA and the O'Brien family, who have been partners of the Award since 2001.



L to R: Shobna Persadh and Merle O'Brien

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Merle O'Brien, daughter of the late Ivan O'Brien and former PRISA president, said, "Through this Award, we honour the memory of my late father who was a great business leader and family man. The award recognises evolutionary leaders in public relations who use their unique combination of talent, character, influence and communication skills to evolve people and their communities to a sustainable place. Persadh is such a person, according to the impressive nominations from her staff."

The PRISA President's Awards for special service to the public relations and communication profession went to Don MacRobert, legal specialist on the board of PRISA and Dr Ivor Blumenthal, former CEO of the Services SETA, with which PRISA has worked extensively on qualification accreditation.

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