



Canadian Public
Relations Society

Advancing Public Relations &
Communications Management

Société canadienne
des relations publiques

Pour une gestion optimisée des
relations publiques et des communications

EXAM PREPARATION TIPS AND FEEDBACK STRATEGIES

Presenter:

Alyssa Lai, APR, MCPRS
Public Relations Professional

Alyssa Lai brings cross-sectoral leadership to the public relations profession, having worked in public, health care, corporate and nonprofit environments. She has led strategic communications to drive impact and advised executives on high-stakes reputational issues, most recently at a regional hospital foundation and a national financial services co-operative.

As the Accreditation Co-Chair for CPRS Hamilton, Alyssa guides candidates through the rigorous Accredited Public Relations (APR) certification program. She's also a member of the National Council on Accreditation, which oversees, maintains and implements CPRS' accreditation programs.

In recognition of her community leadership, Alyssa received awards Top 40 Under Forty Business Achievement, McMaster University Hamilton Community Impact and YWCA Hamilton Woman of Distinction (Public Affairs). She was one of 25 rising leaders selected for CivicAction's DiverseCity Fellowship, a regional and award-winning leadership program.