

## Meet Our New Member: Elvera Makki



### What is the most important thing you've learned about public relations during your career?

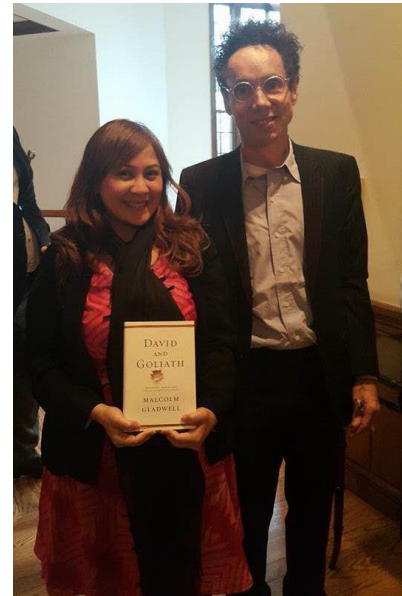
Public relations plays an important role in any institution across industries, even for the emerging startup companies. Especially in today's digital world, reputation is more prone to greater risk. But if we do communication right, it can offer bigger opportunities in enhancing our reputation. I learned that PR is always relevant to support the sustainability of institutions; therefore we have to be sure to provide significant contributions to the stakeholders.

### What inspired you to join the PRSA Financial Communications Section?

I have 20 years of experience in the PR world; however, it's my first time working in the banking sector (previously FMCG, dairy, automotive, hospitality and PR consultancies). When I worked at one of PR Consultants 15 years ago, one of my clients was an international bank, but surely it's different if now we're in charge directly on the corporate side. I want to learn fast and in the right way about financial communication. One of my learning channels is the PRSA Financial Communications Section.

### What keeps you motivated in your career? In life?

I'm grateful that I found my passion early, when I was 17, which is social studies and communication. My career always has been in this area and it has gone so well that I can be where I am now. With all of the challenges and barriers that are uneasy, I think if this is aligned with our passion, then the positive vibe and motivation will always be there. My passion is also on social movement, so I own a nonprofit, non-political foundation with a mission to instill a love of reading starting at an early age. In Indonesia, a reading habit is still quite low and it affects the quality of the people, especially in the lower classes. In six years, the foundation set up 22 libraries in rural areas, consisting of children's storybooks, where all the kids can come and read for free (children's storybooks are rather rare in certain regions and thus expensive). It makes me happy when I can do something impactful for others.



### Favorite book?

All Malcolm Gladwell books. I was so happy to be able to see him and get my book signed when I was in New York last February at a Citi annual event.