

Ong Hock Chuan
Technical Advisor, Jakarta, Indonesia

Ong Hock Chuan was a journalist for 14 years in several Asian countries before moving into public relations in 1997 as the head of Ogilvy PR in Indonesia. The firm won the then PR Week's Consultancy of the Year Award in 1999 and the next year Ong headed up Ogilvy PR in Singapore.

In 2002 Ong returned to Indonesia to co-found Maverick. The firm is now considered to be one of the top PR firms in Indonesia. Ong has carved out a name for himself and Maverick in crisis and issues management, handling some of the highest profile cases in Indonesia, where things aren't always what they seem.

Ong is also an active blogger (<http://theunspunblog.com>), is the architect behind Pesta Blogger, Indonesia's first nation wide gathering of bloggers in 2007 and is convinced that businesses must begin engaging their customers and other stakeholders on the web, sooner rather than later.

He is a Cambridge Press Fellow, holds a B.A. in Journalism from Australia and has lived and worked in several Asian countries and Australia.