



PUBLIC RELATIONS SOCIETY
OF KENYA

www.prsk.co.ke



CALL FOR BID TO HOST
**THE 2025 PRSK
ANNUAL SUMMIT**

► INTRODUCTION

Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication Management professionals in Kenya with membership of over 14,000 professionals drawn from public and private sectors, NGOs, learning institutions, public relations firms and consultancies. The Society's broad objective is to advance excellence in public relations and communication management and to ensure that the practice continues to thrive within the ethical framework defined by the profession.

PRSK is pleased to invite expressions of interest and detailed proposals from County Governments across Kenya to host the PRSK Annual Summit 2025. This premier national conference brings together leading public relations and communication management professionals from the public and private sectors, government agencies, academia and media. Hosting the PRSK Annual Summit 2025 presents a significant opportunity for a County Government to showcase its leadership, innovation and hospitality on a national platform, while also boosting local tourism and economic activity.

Last year, the summit was hosted by Homa Bay County at Tom Mboya University from 2nd to 6th December. Themed **"Elevating PR counsel in a disrupted world,"** the summit brought together over 1,000 professionals from across Kenya and East Africa.

► SUMMIT OBJECTIVES

- i. Explore the latest developments, best practices and innovative approaches in Public Relations and Communication Management;
- ii. Explore emerging trends, concepts and technologies in Public Relations and Communication Management;
- iii. Discuss new challenges, disruptions and opportunities for Public Relations and Communications Management professionals in a rapidly changing environment;
- iv. Share best practices for meeting the changing needs and stakeholder expectations;
- v. Enhance professional development and skills;
- vi. Facilitate knowledge exchange, foster collaboration and inspire professionals to elevate their practices to new heights of excellence;
- vii. Spotlight the hosting County's achievements in development and communication;
- viii. Promote tourism, investment and economic opportunities within the host County.

SUMMIT DATES

THE PRSK ANNUAL SUMMIT 2025 WILL TAKE PLACE FROM
DECEMBER 1ST TO 5TH, 2025

► BENEFITS OF HOSTING THE PRSK ANNUAL SUMMIT 2025

Hosting the PRSK Annual Summit offers the selected County Government a wide range of benefits with lasting impact, including:

01 Economic Benefits

- i. **Support for Local Businesses**-PRSK Summits draw public relations professionals, industry partners, thought leaders, and media practitioners from all over Kenya, generating demand for county hotels, restaurants, local transport, and businesses. This influx translates into significant revenue for county-based enterprises.
- ii. **Job Creation and Skills Development**-The logistics of hosting the annual PRSK Summit require local service providers, event planners, technical teams, and support staff—creating short-term jobs and fostering skills transfer which can benefit the county workforce long after the Summit ends.
- iii. **Showcasing County Products and Services**-County-based vendors, artisans, and entrepreneurs gain valuable exposure through exhibition opportunities, networking sessions, and the chance to connect with influential communicators and media representatives
- iv. **Increased Investment and Tourism**-Positioning a county as a viable host for national events enhances its profile, attracting future business, tourism, and possibly investment from across Kenya and beyond.

02 Social Benefits

- i. **Community Engagement and Empowerment**-Local stakeholders like educational institutions, and community groups—are invited to participate, fostering collaboration and a spirit of shared achievement.
- ii. **Diversity and Inclusion**-Bringing together communication professionals from diverse counties and backgrounds, the Annual Summit fosters cross-cultural understanding and inclusion, strengthening Kenya's social fabric.
- iii. **Volunteerism and Civic Pride**-Opportunities for local volunteers to help host the event inspire county pride and encourage broader participation in civic and professional activities.
- iv. **Networking and Collaboration**-By connecting the PRSK's national network with local communities, new partnerships are forged, contributing to ongoing dialogue and future collaborative projects.

03 Educational Benefits

- i. **Access to Industry Expertise**-By hosting the Annual Summit, the County will benefit from sessions led by leading PR practitioners, academics, and media experts, infusing the region with up-to-date knowledge and best practices in communication.
- ii. **Professional Growth**-Workshops, masterclasses, and other professional services offered at the Summit provide hands-on learning for both established professionals and students in the county, elevating the local standard of PR practice.
- iii. **Inspiring the Next Generation**-Engagements such as student mentorship sessions, and school outreach help inspire local youth to pursue careers in public relations and related fields.
- iv. **Promoting County Institutions**-Local universities and colleges can showcase their programmes, research, and talent, gaining national recognition and building academic-industry links.

04 Cultural and Recreational Benefits

- i. **Celebrating County Culture**-PRSK events often integrate local cultural showcases—traditional music, dance, art, and cuisine—allowing attendees to experience and celebrate the county's unique heritage.
- ii. **Boosting Local Arts and Talent**-Artists, performers, and artisans gain national exposure, while the county's creative industries benefit from increased attention and new audiences.
- iii. **Tourism and Exploration**-Delegates are encouraged to explore county attractions, supporting local tour operators and broadening the appeal of the area to future visitors.
- iv. **Strengthening County Identity**-Hosting the PRSK Annual Summit becomes a source of pride and helps define the county as a centre for professional excellence and cultural vibrancy.

05 Technological and Infrastructure Benefits

- i. **Modernising County Facilities**-Hosting a major PRSK event may prompt upgrades to venues, digital infrastructure, and transport, leaving a legacy of improved facilities for future events and daily county life.
- ii. **Adoption of New Technologies**-Exposure to the latest event technology and communication tools helps local businesses and institutions stay competitive in a rapidly evolving digital landscape.
- iii. **Enhanced Connectivity**-Investments in connectivity and transport made for the Summit continue to benefit the county's residents long after delegates leave.

06 Legacy and Long-Term Impact

- i. **Raising the County's National Profile**-A successful PRSK Summit will showcase the county's capacity to host high-level events, attracting more opportunities and establishing it as a destination for future Summits and professional gatherings.
- ii. **Fostering Enduring Partnerships**-Connections made during the event result in long-lasting relationships between county institutions, local businesses, and the national PR community.
- iii. **Inspiring County-Led Initiatives**-The success and visibility gained from hosting the PRSK Summit can inspire further innovation and community-driven projects in the county, creating a cycle of growth and achievement.

► BIDDING CRITERIA FOR COUNTY GOVERNMENTS

Proposals will be rigorously assessed based on the following criteria:



Official County Government Support and Governance

- i. A formal Expression of Interest letter signed by the Governor or County Secretary, outlining the County's commitment to hosting the Summit.
- ii. Appointment of a County Liaison Committee with designated officers to co-ordinate with PRSK. Directors responsible for Public Communication and Governor's Press Service should be part of this committee.

01



Commitment

- i. Plan to leverage County-based partners for sponsorship, including a list of potential sponsors and their expected contributions.

02



Logistical Commitment

- i. Demonstrated ability to provide in-kind contributions, such as venue support, transportation, security and local logistics.
- ii. Comprehensive logistics plan covering delegate registration, transportation, accommodation, catering and security.

03



Venue Readiness

A suitable venue that offers:

- i. A main conference hall with a capacity of between 800 to 1,000 delegates, equipped with state-of-the-art audio-visual equipment.
- ii. At least three (3) breakout rooms, each with a capacity of between 250 to 350 delegates, equipped with necessary AV facilities.
- iii. Dedicated exhibition space of at least 1,500 square meters.
- iv. Dedicated high-speed internet with a minimum bandwidth of 100 Mbps (upload and download) and back-up systems to ensure uninterrupted service.
- v. Reliable power supply with back-up generators.
- vi. Proximity to a sufficient number of hotels, offering a minimum of 500 hotel rooms within a 5 km radius of the venue, with at least 200 being 3-star or higher.

04



Accessibility

- i. Excellent connectivity to the host County via road, air and/or rail (where applicable).
- ii. Availability of public transportation services.
- iii. Enhancing security for the conference week to provide a safe and secure environment for delegates.

05



Destination Appeal

- i. Cultural, heritage and tourism features that will enrich the Summit experience and offer delegates opportunities for post-summit exploration.
- ii. Examples of past successful events hosted in the County.

06



Local Infrastructure and Emergency Readiness

Availability of key amenities within or near the summit venue, including:

- i. Banks and ATMs;
- ii. Hospitals or medical centers within a 1 km radius of the venue;
- iii. Standby medical response/emergency team during the summit days; and
- iv. Convenience stores, supermarkets and pharmacies within a short distance.

Detailed plan for safety, crowd control and emergency co-ordination.

07



Communication Ecosystem

- i. Evidence of a strong and active communication/public relations unit within the County Government.
- ii. A proposed communication plan supporting pre-summit, summit and post-summit visibility.

08



Legacy and Impact

- i. Clear vision for leveraging the Summit to achieve long-term impact on the County's PR and communication management capacity.
- ii. Detailed plan for community engagement and involvement.
- iii. Proposal for how the Summit aligns with the County's long-term strategic goals.

09

► PROPOSAL SUBMISSION REQUIREMENTS

The submission to include:

- i. **Cover Letter** - from the Governor or authorized official, expressing strong support for the bid.
- ii. **Venue Profile** - with detailed photos, capacity specifications and amenities list.
- iii. **County Profile** - including communication milestones, flagship achievements and tourism highlights.
- iv. **Partnership Package** – in-kind contributions and list of potential sponsors.
- v. **Amenities and Emergency Plan** – summary of nearby infrastructure, emergency response capabilities, detailed safety and security plan.
- vi. **Liaison Committee Members** – name, title, phone, and e-mail address for official co-ordination.

► SUBMISSION

The original copy of the bid document and other required information shall be submitted to reach the address below at 4.00 Pm on 4th August 2025.

The Chief Executive Officer
Public Relations Society of Kenya
P.O. Box 43098-00100
Wu Yi Plaza, Wing B, 2nd Floor, B4, Galana Road

► NEXT STEP

- i. PRSK will review the bids and jointly make a statement with the winner by August 2025.
- ii. The successful County will be required to pay a commitment fee of KES 500,000, (this guarantees you an exhibition booth and three conference complimentary passes). due within 10 days of award notification. Failure to pay will result in forfeiture and the offer being extended to the next bidder.
- iii. PRSK will host a joint press conference to announce the partnership and officially sign a Memorandum Of Understanding, after which the joint planning committee will start the planning process.

Public Relations is no longer just about communication, it is strategic leadership, essential in governance, especially in an age of misinformation.

H.E Hon. Gladys Wanga
Governor Homabay County

As we celebrate the milestones, we are reminded that the journey continues with purpose, unity and unwavering commitment.

Arik Karani,
President PRSK

While we all contribute to nation-building, PR and communication professionals are the custodians of public perception and our national brand.

Cabinet Secretary ICT

Let us build a resilient communication sector that shapes our stories and drives Kenya's progress.

PS - Prof Edward Kisiang'ani

For you to have an increased level of output, successful implementation, public relations is key, its mandatory and its fundamental.

**Women Rep,
Homabay County.
Dr. Joyce Atieno Bensuda**

The elevation of Public Relations requires ethical practices, public advocacy and organizational integration. PRSK members must lead by example and uphold the profession's integrity.

**Hon. Moses Wetangula, Speaker,
National Assembly of Kenya**

Speak the truth in PR, and you'll never need to change your story.

Hon Dr. Eve Akinyi Obara

➤ 2024 ANNUAL SUMMIT SOUNDS AND BEATS





PUBLIC RELATIONS SOCIETY
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FOR MORE INFORMATION CONTACT



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