

BEYOND WORDS: AUTHENTIC COMMUNICATION THAT SHAPES TOMORROW



20 ANNUAL PRSK SUMMIT

CLEAR, CONCISE & COMPELLING COMMUNICATION



Our Partners



















PRSK 20TH ANNUAL SUMMIT 2025

CLEAR, CONCISE AND COMPELLING COMMUNICATION - CCCC

Theme: Beyond Words: Authentic Communication that Shapes Tomorrow

Dates: 1st to 5th December 2025

Introduction

The Public Relations Society of Kenya (PRSK) has, over the years, continued to bring together communication professionals, academics, public and private sector leaders, and development actors to reflect on the state of the PR profession, and the opportunities and challenges shaping its future.

The 2023 and 2024 summits explored the place of PR in a disrupted and polarised world, encouraging professionals to adopt agility, elevate their counsel, and reposition themselves as strategic leaders. As we advance into 2025, the profession stands on the cusp of a more transformative shift: the rise of intelligent technologies, including Artificial Intelligence, data analytics, automation and immersive digital tools.

This year's summit moves beyond adapting to disruption. Themed, "Beyond Words: Authentic Communication that Shapes Tomorrow," the 2025 Summit goes beyond rhetoric to focus on the role of public relations in shaping sustainable futures. It underscores authenticity as the foundation of effective communication, reminding practitioners that credibility is built when actions match words. By emphasising authenticity and foresight, this theme positions public relations as a powerful force for inspiring change, building inclusive narratives, and influencing tomorrow's world.

This will be a different summit that will look at how artificial intelligence (AI) is increasingly augmenting corporate communication and public relations practice. Much of the discussion is limited to improving efficiency and effectiveness. However, the issue is far more complex. The integration of AI technology requires a re-evaluation of our relationship with machines. It raises questions about the scope of public relations, its organisational contribution, and the future of the practice itself.

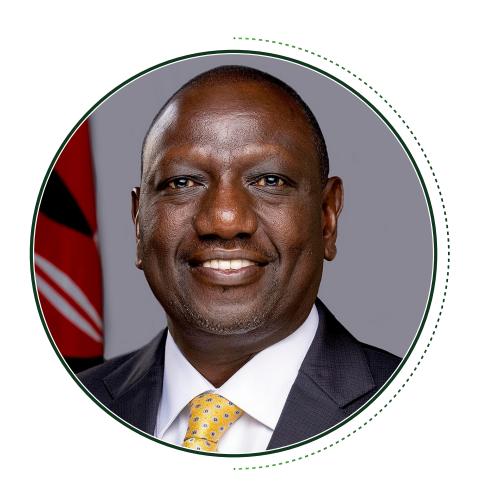
Technology also creates profound ethical and societal concerns at the heart of the relationship between organisations, stakeholders, and the public. This is a significant challenge and opportunity, depending on people's perspectives. The theme, "Beyond Words: Authentic Communication that Shapes Tomorrow," is therefore critical as it emphasizes the crucial role of genuine, multi-faceted communication in building trust, fostering innovation, and creating a positive future amidst the rising technologies and programs. It extends the idea of communication beyond mere spoken or written language to include the nonverbal and emotional dimensions that are often more impactful and revealing.



Objectives

The objectives of the 2025 Summit are:

- i. Explore the evolution of Public Relations in the era of intelligent technology.
- ii. Examine the intersection of ethics, innovation and strategy in a rapidly transforming communication environment.
- iii. Deepen understanding of AI, data analytics, augmented reality and other tools shaping modern PR practice.
- iv. Provide a platform to discuss PR's contribution to climate communication, SDG acceleration and national development.
- v. Inspire PR and communication management professionals to move from support roles to strategic leadership, influencing boardroom and policy-level decisions.
- vi. Build capacity among PR and communication management professionals to leverage emerging trends while upholding professional standards and integrity.



H.E WILLIAM SAMOEI ARAP RUTO CGH

President of the Republic of Kenya and Commander-in-Chief of the Defence Forces



HON. WILLIAM KABOGO

Cabinet Secretary, Ministry of Information, Communications and The Digital Economy



STEPHEN ISABOKE, EBS

Principal Secretary, State Department for Broadcasting and Telecommunications



H.E JONATHAN BII **CHELILIM**, E.G.H Governor, Uasin Gishu County Government



HON. DR. ISAAC **MWAURA**Government Spokesperson

College of Fellows



PETER MUTIE, CHAIRPERSON COLLEGE OF FELLOWS



JANE GITAU, FELLOW



KENNEDY ONYONYI, FELLOW



KENTICE TIKOLO, FELLOW



MIKE NJERU, FELLOW



DR. FATUMA HIRSI, FELLOW



RUTH MUSEMBI, FELLOW



YOLANDA ANDERSON, FELLOW



SHABANJI OPUKAH, FELLOW



STEPHEN WANGAJI, FELLOW



JOHN MRAMBA, FELLOW



DR. WILFRED MARUBE, FELLOW

DR. JOHN MACHARIA, FELLOW

Our Council



ARIK KARANI, MPRSK PRESIDENT



PATRICIA NDEDE VICE PRESIDENT



NOELLA MUTANDA SECRETARY



JOSEPH NDEGWA ASSISTANT SECRETARY



SAMUEL KARANJA TREASURER



SAMUEL MUTAHIASSISTANT TREASURER



JESSE MASAI COUNCIL MEMBER



LYDIA ROSASI COUNCIL MEMBER



EDWARD WANYONYICOUNCIL MEMBER

Our Secretariat



AMOS KARIUKI
MEMBERSHIP
SERVICES MANAGER
AND EXECUTIVE
ASSISTANT TO THE
PRESIDENT



VICTOR **ONDITI** OFFICE MANAGER



EDWIN **AREBA**COMMUNICATION
OFFICER



PETER **KEPHA**MEMBERSHIP
OFFICER



East African Anthem

Oh God we pray for the preservation
of the East African Community
Enable us to live in peace
May we fulfill our objectives Chorus

We should protect/guard our community

We should be committed and Stand strong

Our unity is our anchor Long live our community

Patriotism and togetherness

Be the pillars of our unity

May we guard our independence

And peace Our culture and traditions

Industries and farms

We should work together

We should work hard

We should build a better community



Kenya Anthem

O God of all creation,

Bless this our land and nation.

Justice be our shield and defender,

May we dwell in unity,

Peace and liberty.

Plenty be found within our borders.

Let one and all arise

With hearts both strong and true.

Service be our earnest endeavor,

And our Homeland of Kenya,

Heritage of splendor,

Firm may we stand to defend.

Let all with one accord
In common bond united,
Build this our nation together,
And the glory of Kenya,
The fruit of our labor
Fill every heart with thanksgiving.





MONDAY DECEMBER 1, 2025:

COMMUNICATION FOR IMPACT - VISION 2030, SDGs & AFRICA UNION AGENDA 2063. HOW PR CAN ACCELERATE NATIONAL ASPIRATIONS AND AFRICA'S GLOBAL DEVELOPMENT GOALS.

Time	Activity
8.00 – 9.00	Coffee Networking Lounge
am	One-on-one conversations with industry peers and the day's session speakers.
9.00 - 10.30 am	Plenary: AU Agenda 2063: Africa's Story, Africa's Voice The African Union AU Agenda 2063 is the African Union's 50-year plan to transform Africa into a unified, prosperous, and peaceful powerhouse driven by its own citizens, with a focus on inclusive and sustainable development. The agenda is built on seven aspirations and includes flagship projects like the African Continental Free Trade Area (AfCFTA) to boost economic growth and integration, and initiatives to promote peace, good governance, and cultural heritage. How can public relations and its practitioners create a continent where African people are the central drivers of their own development and future? Join this session to find out more. Presentation: Communication For Impact: Vision 2030, SDGs & Au Agenda 2063: Citizen Engagement and Behavioral Change Communication for Social Good. By Annette Wachira, Communications and Media Practitioner Panel: Annete Wachira. Communications and Media Practitioner Cyprine Keriga, Communication Consultant, Kenya Tissue and Transplant Authority Edward Wanyonyi, Council Member, Public Relations Society of Kenya Moderator: Noella Mutanda, Secretary General, Public Relations Society of Kenya
10.30 – 11.00 am	Break
11.00 - 12.00 pm	Plenary: Communication for Development: PR's contribution to Kenya Vision 2030 Public relations as a vital component of Communication for Development has been instrumental in Kenya's Vision 2030 by raising awareness, building consensus, and encouraging public participation. The Vision 2030, a national blueprint aimed at transforming Kenya into a newly industrialising, middle-income country, relies heavily on effective communication to rally public support and ensure coordinated implementation. Join this must-attend session to understand how public relations contributes to the implementation of Kenya's Vision 2030 and to help bring out ideas on what more can be done. Panel: Hon. Dr. Isaac Mwaura: Government Spokesperson Anne Lichuma, Communications Specialist, Global Procurement Academy Dr Christopher Khisa, Communications and Media Consultant
	Moderator: Grace Munjuri, Team Lead, Brand Magnets



12:00	-	1:00
nm		

Measuring Real Impact: From activities to evidence and accountability

The process of measuring real impact involves moving beyond simple counts of actions to a comprehensive system that proves the actual difference an initiative makes. It is a critical shift, especially for nonprofits, social enterprises, and corporate social responsibility (CSR) programs, that helps inform strategy and demonstrate true value.

Join us as we discuss how PR practitioners can better align their skills with industry demands and steps we can take to move from activities to evidence and finally to accountability.

Presentation: Beyond Metrics: A Balanced Approach To Measuring Communication Impact **By Bonny L'Souza,** Business Strategy Consultant

Panel:

Bonny L'Souza, Business Strategy Consultant

Patricia Terer, Secretary Public Communication, Ministry of Information, Communications & The Digital Economy

Moderator: Patricia Ndede, Vice President, Public Relations Society of Kenya

1.00 – 2.00

Lunch

pm 2.00 – 3.30

pm

Plenary: Strategic Communication in Policy, Governance and Diplomacy

Strategic communication in policy, governance, and diplomacy is the purposeful use of communication to achieve specific, often long-term, objectives like influencing public opinion, promoting national interests, and fostering relationships. It involves a coordinated, holistic approach that includes public diplomacy, information operations, and crisis communication to shape a desired perception or behavior, using tools like strategic messaging, audience analysis, and consistent, trusted communication across multiple channels.

The session will highlight the importance of recognising communication as a critical executive function that drives policy, manages crises, and strengthens trust between government institutions and the public. Join this session to gain a deeper understanding of how you can elevate your role as a PR professional in the public sector.

Key Note Address: Hon. Dr. Isaac Mwaura, Government Spokesperson

Panel:

Hon. Dr. Isaac Mwaura, Government Spokesperson **Felistus Mutune**, Chief Officer-Government of Makueni County

Winnie Gor, CEO & Founder, Winnie Gor Communications Africa

Moderator: Edward Wanyonyi, Council Member, Public Relations Society of Kenya



3.30 - 4.00 pm

Influential Leadership: Master your Unique Leadership Style for Maximum Impact

Influential leadership begins with powerful storytelling and forming deep connections with your audience. Soft and interpersonal leadership skills development are foundational to building the lasting business relationships that drive professional success. This session is specially designed to develop your personal expression and establish your authentic voice, presence, abilities, and talents as a communicator and high-impact leader who leaves a lasting impression.

Grace Munjuri, Team Lead, Brand Magnets







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TUESDAY, DECEMBER 2, 2025:

AUTHENTICITY AND TRUST IN MODERN COMMUNICATION. WHERE DOES TRUST LIVE IN TODAY'S COMMUNICATION ENVIRONMENT AND HOW DO WE BALANCE AUTHENTICITY AND ETHICS IN A DISRUPTED WORLD?

Time	Activity				
8.00 – 9.00	Coffee Networking Lounge				
am	One-on-one conversations with industry peers and the day's session speakers.				
9.00 – 10.30 am	Plenary: The Trust Imperative: Rebuilding confidence in institutions and brands The trust imperative is the critical need for institutions and brands to rebuild and maintain public confidence, which has been declining for years. This erosion of trust is driven by a range of factors, including misinformation, ethical scandals, and economic anxieties. However, trust is not an impossible goal; human beings are hardwired to trust, creating a major opportunity for organisations that commit to ethical, transparent, and consistent behaviour. This plenary will explore the broader responsibilities of PR professionals in advocating for trust to become a business imperative. Presentation: The Trust Imperative: Rebuilding Confidence in institutions and brands				
	Panel: Peter Mutie, Chairperson, College of Fellows, Public Relations Society of Kenya Winnie Gor, CEO & Founder, Winnie Gor Communications Africa Francis Wachira, Communication Specialist, Morning Awaits Moderator: Noella Mutanda, Secretary General, Public Relations Society of Kenya				
10.30 – 11.00 am	Break				
11.00 - 1.00 pm	Welcome and Opening Ceremony Anthony Murimi, FA, Central Bank of Kenya FCPA PROF. NIcholas L' Letting, PHD, EBS, HSC, Secretary and CEO, KASNEB Peter Mutie, Chairperson, College of Fellows, Public Relations Society of Kenya Arik Karani, President, Public Relations Society of Kenya H.E Jonathan Bii Chelilim, E.G.H, Governor, Uasin Gishu County Government Hon. William Kabogo, Cabinet Secretary, Ministry of Information, Communication and the Digital Economy				
	Moderator: Noella Mutanda, Secretary General, Public Relations Society of Kenya				
1.00 – 2.00	Moderator: Noella Mutanda, Secretary General, Public Relations Society of Kenya Lunch				

2.00 – 3.30 pm Plenary: The Role of Public Relations Counsel and Practitioners in Advancing National Agenda

Communicating with conscience, truth, transparency and responsibility outlines a framework for ethical communication based on honesty, openness, accountability, and empathy. This approach requires strategic stakeholder engagement, mindfulness of how one's messages may affect others and a commitment to fostering constructive dialogue and trust.

This plenary will explore the principles of communicating with conscience.

Presentation 1: You Lied To Us

By Deril Ouko, Communication Lead, LakeHub Foundation

Presentation 2: Beyond Words: The Seven Dimensions Of The Complete Communicative Footprint

By Chris Wangalwa, Communication and Knowledge Management Lead, Center for Public Relations

Panel:

Patricia Ndede, Director, Information, Advocacy and Communication, Nuclear Power and Energy Agency

Corazon Aquino Ohola, Senior Communication Officer, Kenya Revenue Authority Deril Ouko, Communication Lead, LakeHub Foundation.

Chris Wangalwa, Communication and Knowledge Management Lead, Centre for Public Relations.

Moderator: Joseph Ndegwa, Assistant Secretary, Public Relations Society of Kenya

3.30 – 4.00 pm Plenary: Lessons Learnt Case Study: Internal and External Strategy Change

This session explores analysing an organisation's business environment, both internal factors (strengths, weaknesses, resources, culture) and external factors (opportunities, threats, market dynamics, competition, technology, regulations). It will assist you with ideas of how you can formulate and implement strategy through the development of a clear vision, mission, and objectives, and translating them into actionable plans. You will also understand how to manage organizational change and how to tackle critical elements such as addressing the process of change, overcoming resistance, engaging stakeholders, and building a change-ready culture.

Rose Thuo, Global Director of Communications, Forest Stewardship Council (FSC)



WEDNESDAY DECEMBER 3, 2025:

ARTIFICIAL INTELLIGENCE (AI), TECHNOLOGY, AND THE FUTURE OF PUBLIC RELATIONS. HOW CAN PROFESSIONALS BEST LEVERAGE AI? HOW CAN ORGANIZATIONS PROTECT THEIR NARRATIVES AND AGENDAS?

Time	Activity
8.00 – 9.00	Coffee Networking Lounge
am	One-on-one conversations with industry peers and the day's session speakers.
9.00 – 10.30	
am	The role of the public relations professional is evolving from manual tasks to strategic and creative leadership, as artificial intelligence takes over routine activities like data analysis, media monitoring, and initial content creation. Professionals must now focus on higher-level skills such as strategy, emotional resonance, ethical oversight, and human relationship-building, while learning to collaborate with artificial intelligence tools to enhance speed and insight. Join this session to understand how the focus has shifted from being a creative collaborator who uses AI to augmenting uniquely human talents like storytelling and strategic thinking.
	Presentation 1: Delivering value as a PR Professional in the Digital and AI era By Josiah Mwangi, Director Client Development and Strategic Services, Apex Porter Novelli
	Presentation 2: Beyond Words: How Media Intelligence, AI, And The Barcelona Principles Are Redefining Authentic Communication For A Sustainable Future By Esther Kagiri, Managing Director, Globetrack
	Panel: Josiah Mwangi, Deputy Managing Director, Apex Porter Novelli Esther Kagiri, Managing Director, Globetrack
	Moderator: Dr Omoniyi P. Ibietan, Secretary General, African Public Relations Association
10.30 – 11.00 am	Break



11.00 - 1.00 pm

Plenary: The impact of real-time technology, real-time engagement, and Information dissemination.

Real-time technology, engagement, and information dissemination have a profound impact on governments, organisations, society, and personal life by enabling instant communication, personalised experiences, and on-the-spot decision-making. However, this also creates challenges like the rapid spread of misinformation, privacy concerns, and a blurring of work-life boundaries. Organisations can benefit from increased operational efficiency and improved customer satisfaction through real-time data insights, while individuals gain access to more information and can connect with a wider network.

Participants will explore how to create narratives that transcend cultural boundaries and leverage digital data

Presentation 1: Algorithms to Authenticity: Harnessing ethical AI and Kiswahili to power government communication renaissance in Kenya

By Hezekiel Gikambi, Assistant Director, Strategic Communication, Kenya Marine and Fisheries Research Institute

Presentation 2: Human Vs. Machine: Is Al changing everyday public relations practice? **By Joanne Muthie,** Digital Communications Officer, Africa Agricultural Technology Foundation

Moderator: Dr Christopher Khisa, Communications and Media Consultant

1.00 – 2.00 pm

Lunch

2.00 - 3.30 pm

Plenary: Digital and Tech Strategies: AI, Authenticity and Convenience

Digital and tech strategies are plans that use digital technologies to achieve organisational goals, encompassing areas like customer experience, data analytics, and operational efficiency. They are a crucial part of digital transformation, focusing on how technology can create new value and competitive advantages.

Join this session to understand how effective strategies can align with overall organisational objectives and involve continuous adaptation with a focus on people, processes, and technology.

Presentation 1: Leveraging On Intelligence Influence On Content Creation And Operational Excellence Through AI.

By Tim Mahea, Head of Corporate Communications and Public Relations, Tana Water Works Development Agency

Presentation 2: All with a human face: Maintaining authenticity in the age of intelligent communication

By Victor Solitei, Communications and PR Practitioner

Panel:

Dr. Omoniyi P. Ibietan, Secretary General, African Public Relations Association **Tim Mahea,** Head of Corporate Communications and Public Relations, Tana Water Works Development Agency

Victor Solitei, Communications and PR Practitioner

Moderator: Tom Muteti, Head of Public Communication, Anti-Counterfeit Authority



3.30 - 4.00 pm

Lightning Talks

Authentic Advocacy: Using Real Motherhood Stories To Shape Conversations On Maternal Health In Kenya

By Lynn Vivianne Mutuku, Student, USIU

Authentic Communication in Education: Preserving cultural identity in a globalized world **By Moses Mbolo Mutinda**, Corporate Affairs Officer, Teachers Service Commission

Authentic health communication to improve adolescent antenatal care uptake in Kenya By Cyprine Keriga, Communication Consultant, Kenya Tissue and Transplant Authority

Moderator: Jesse Maasai, MPDC Chair, Public Relations Society of Kenya







Transformational Road Projects

The Kenya National Highways Authority (KeNHA) is committed to developing, maintaining, and managing resilient, safe, and adequate National Trunk Roads. The Authority, in fulfilling this mandate, is driven by innovation and the optimal utilization of resources for sustainable road development. To achieve this goal, KeNHA has continuously improved the road network under its jurisdiction, which comprises classes S, A, and B roads nationwide.

Through the umbrella of the Kenya Vision 2030, the Authority has developed many Vision 2030 flagship projects since its inception in 2007.

- Nairobi Expressway
- Nairobi Southern Bypass
- Nairobi Western Bypass
- Kibwezi Kitui Migwani Road
- Dongo Kundu Bypass
- Mau Summit Kericho Kisumu Road
- Lokichar Lodwar Nadapal Road
- Isebania Kisii Ahero Road
- Isiolo Marsabit Moyale Road
- Kisumu Kakamega Kitale Road
- Garsen Witu Lamu Road
- Mau Mau Roads

- James Gichuru Rironi (A8) Highway
- Kenol Sagana Marua (A2) Road
- Athi River Machakos Turn off (A8) Road
- Mombasa Kilifi (A7) Road
- Barpello Tot Sigor Marich Pass Road
- Kitale Endebess Suam
- Mamboleo Muhoroni Kipsitet Road
- Isiolo Kulamawe Wajir Mandera Road
- Mombasa Mariakani (A8) Road
- Kitale Morpus Road
- Rironi Nakuru Mau Summit (A8) Road
- Lamu Ijara Garissa Isiolo Road



Horn of Africa Gateway Development Project (Isiolo - Kulamawe)



Dongo Kundu Bypass (Mteza Bridge)



THURSDAY DECEMBER 4, 2025:

FUTURE PUBLIC RELATIONS LEADERSHIP. THE SKILLS, MINDSET, AND POSITIONING THAT DEFINE THE FUTURE COMMUNICATOR.

Time	Activity
8.00 – 9.00	Coffee Networking Lounge
am	One-on-one conversations with industry peers and the day's session speakers.
9.00 – 10.30 am	In this plenary session, you will dive into the skills and tools needed for the next decade. The future communicator will thrive by mastering the core human elements of communication, such
	as empathy and storytelling, while leveraging advanced technology like artificial intelligence to enhance reach, efficiency, and personalisation. As artificial intelligence handles more routine communication tasks, human communicators will be called upon to provide the strategic thinking, emotional intelligence, and authentic connection that technology cannot replicate.
	Keynote address: Authentic, Grounded, and Beyond Words: Strategic Communication in Disrupted Ecologies By Dr. Omoniyi P. Ibietan, Secretary General, African Public Relations Association
	Presentation: Future PR Leadership — From Support To Strategy: Elevating PR To The C-Suite And Boardroom
	By Prof. John Oluoch, Director - Placement Coordination and Career Development, Kenya Universities and Colleges Central Placement Service
	Panel: Prof. John Oluoch, Director - Placement Coordination and Career Development, Kenya Universities and Colleges Central Placement Service
	Dr. Omoniyi P. Ibietan, Secretary General, African Public Relations Association
	Moderator: Noella Mutanda, Secretary General, Public Relations Society of Kenya
10.30 – 11.00 am	Break



11.00 – 12.30 pm

Plenary: From Support to Strategy: Elevating PR to the C-Suite and boardroom

To elevate public relations from a support function to a strategic force in the C-suite and boardroom, PR professionals must demonstrate their clear impact on organisational goals and financial outcomes. This involves shifting from tactical reporting, like counting media mentions, to a strategic approach that showcases how communications build reputation, drive growth, and protect brand value. Join Chief Executives to understand PR leaders to shift from tactics to strategy.

Presentation 1: Positioning Public Relations As A Strategic Driver Of Organisational Leadership And Impact

By Mercy Chelashaw, Director Marketing, Six One Communications Limited

Presentation 2: Purpose. Presence. Permanence: The Three Pillars Of Future PR Leadership **By Jackson Karanja**, Regional Coordinator, Media Council of Kenya

Panel

Mercy Chelashaw, Director Marketing, Six One Communications Limited Jackson Karanja, Regional Coordinator, Media Council of Kenya Stephen Wangaji, Chief Manager, Public Relations, Office of the Controller of Budget

Moderator: Edward Wanyonyi, Council Member, Public Relations Society of Kenya

12.30 - 1.00 pm

Plenary: Personal Branding and Career Sustainability in a Global Marketplace

In a global marketplace, personal branding is essential for distinguishing yourself from competitors and ensuring career longevity. It moves beyond traditional networking by intentionally curating a unique professional identity that communicates your value to a worldwide audience. Building a strong, authentic personal brand is a strategic investment that leads to greater career opportunities and satisfaction. This session will help you to understand why personal branding is crucial for career sustainability.

Presentation: Building Brand Affinity Through Authentic Communication: A Case Study Of Astrol Petroleum In Kenya's Fuel Industry

By Maureen Kasera, Digital Media Strategist, Kenya Revenue Authority

Presentation: The Trust Imperative: Rebuilding Confidence In Institutions and Brands. **By Francis Wachira,** Communication Specialist, Morningawaits

Moderator: Gladys Some HSC, Manager, Corporate Affairs, Kenya Reinsurance Corporation

1.00 – 2.00 pm Lunch

2.00 - 3.30 pm

Plenary: Ethical and Inclusive Leadership in Communication

Ethical and inclusive leadership in communication involves being honest, fair, and transparent while actively ensuring all voices are heard, respected, and valued. This approach builds trust and a culture of belonging by practising active listening, being open to diverse perspectives, using unbiased language, and creating safe spaces for open dialogue. Key components include the ethical principles of respect, accountability, and justice, combined with inclusive practices like cultural competence and empathy.

The session will delve into the complexities of maintaining ethical standards while adapting to the nuances and expectations of the PR industry.

Presentation 1: Communicating With Conscience: Truth, Transparency And Responsibility 'Deciphering Scientific Codes For Non-Academic Audiences': A Discourse Analysis Of Text And Graphics In Scientific Papers Disseminated Via Digital Spaces

By Dr Lydia Ouma

Presentation 2: Communicating With Conscience: Truth, Transparency And Responsibility **By Kevins Randiek,** Executive Moderator, Brand K Integrated Marketing & Communications Ltd

Panel:

Dr Lydia Ouma

Kevin Randiek, Executive Moderator, Brand K Integrated Marketing & Communications Ltd Gladys Wangari, Network Operations Specialist, Broadband Communications Network Ltd

Moderator: Lydia Rosasi, Council Member, Public Relations Society of Kenya

3.30 - 4.00 pm

Plenary: Mental Wellness and Resilience in the PR Profession

Mental wellness in public relations is challenged by high stress, heavy workloads, and a culture that can make it difficult to discuss struggles, but resilience can be built through setting boundaries, fostering a supportive work environment, and utilising professional and personal strategies. Join this session to understand the key strategies such as empathy, normalising conversations about mental health, providing resources like flexible hours and mental health days, and encouraging professionals to set boundaries around work and personal time to prevent burnout.

Presentation 1: The Resilient Communicator, Building Mental Wellness and Authentic Leadership In PR Practice

By Nelius Mueni, Psychologist, HR Professional - My Soul's Universe

Presentation 2: Personal Financial Management As The Foundation Of Strategic PR Leadership **By Evans Teddy Oundo,** Regional Coordinator, Media Council of Kenya

Panel:

Nelius Mueni, Psychologist, HR Professional - My Soul's Universe

Moderator: Joseph Ndegwa, Assistant Secretary, Public Relations Society of Kenya



FRIDAY DECEMBER 5, 2025:

EXCURSIONS AND DOMESTIC TOURISM

Time	Activity
8.00 – 5.30	Excursions & Domestic Tourism
pm	

Powered by Kenya Tourism Board





SPEAKERS PROFILES



CHRIS WANGALWA

Director

AFRICA STRATEGIC COMMUNICATION HUB (ASCH) AND THE CENTER FOR PUBLIC RELATIONS (CPR)

Chris Wangalwa brings fresh ideas to the Public Relations field. He is the originator of the Theory of Experiential Communication (TEC), a model that frames communication as a lived and interpreted experience of stakeholders across seven domains.

He has developed original work on Corporate Misinformation and Corporate Disinformation, adding depth to current discussions on truth, credibility and influence within organisations.

Chris was recognised among the PRSK Top 30 Men in PR (2024) and hosts PR Safari Podcast, a platform dedicated to communication practice across Africa.

He is currently developing the Global News Integrity and Authentication System (GNIAS), a tech-driven

solution designed to address the global misinformation crisis and strengthen accurate storytelling across media ecosystems.

With experience supporting more than 70 organizations, Chris has guided teams and leaders seeking better communication outcomes. His work shows a strong interest in how communication shifts and how practitioners can shape more effective messages.

Chris is a Director at the Africa Strategic Communication Hub (ASCH) and the Center for Public Relations (CPR). He also serves on the Research and Knowledge Management Committees of both the Public Relations Society of Kenya (PRSK) and the Africa Public Relations Association (APRA).



KARANJA JACKSON
Regional Coordinator
MEDIA COUNCIL OF KENYA

Karanja Jackson is a communication strategist known for his clarity, authenticity, and people-centered approach to leadership. He serves as the Regional Coordinator at the Media Council of Kenya, where he leads stakeholder engagement, communication training, and strategic initiatives that strengthen journalistic standards and promote responsible, ethical communication across multiple counties.

He has over seven years of experience training communication and media students at various institutions, where he has contributed to shaping the next generation of journalists and PR practitioners. His expertise spans public relations, digital journalism, solution journalism, ethics, Al in communication, government communication, and the evolving media and information ecosystem.

Karanja is a respected speaker and moderator, frequently featured on radio, television, and professional forums discussing media freedom, fact-checking, sustainability, and the future of PR leadership. He holds a Master's degree in Journalism and is pursuing Advanced Studies in Public Administration and Governance, alongside an online Master's in Digital Marketing and Business — a reflection of his commitment to continuous learning and strategic excellence.

Recognized for his charisma, humility, and thoughtful leadership, Jackson champions communication that builds trust, strengthens institutions, and drives social impact. He continues to shape conversations that elevate the PR profession and empower Kenya's next generation of communication leaders.



JOSIAH MWANGI Deputy Managing Director APEX PORTER NOVELLI

Josiah has worked in the communications and public relations industry for over 20 years.

As a consultant, he has worked with leading FMCGs, development partners, global multinationals, and government agencies in several countries in Africa. His skills include communication strategy development, campaign design, corporate communications, crisis communications, media relations, sustainability communications and stakeholder relationship management.

In his career, he has overseen communication assignments for leading private sector multinationals including Uber, Unilever, Samsung, Coca-Cola, P&G, HP, Google, KCB Foundation, Lafarge Holcim, Absa, among others. He has also worked on assignments supported by various development agencies including the World Bank, UNDP, UNFPA, UNICEF, USAID, IFC, SIDA, DANIDA, GIZ, the EU, TradeMark East Africa, among others.

He has overseen the development of internal communication plans for organisations across Africa including Konkola Copper Mines (Zambia), Tanga Cement (Tanzania), Absa Bank in Kenya, Kenya Revenue Authority, and currently he has just started leading an engagement around Kenya's affordable housing program.

He has experience crisis communication planning and has managed high level crisis issues for organisations in the private and public sector in sub-Saharan Africa.

Josiah is currently the Deputy Managing Director at communication consulting firm Apex Porter Novelli where he overseas strategic planning for APN clients.

An avid Rotarian, Josiah holds a Bachelor of Arts Degree in communications from Daystar University, Kenya.



KEVINS RANDIEK
Director
FOUNDER OF BRAND K INTEGRATED MARKETING & COMMUNICATIONS
LTD

A dynamic Global Communications and Events Professional with a background in media and strategic communications. As Founder of Brand K Integrated Marketing & Communications Ltd, he has delivered high-impact projects, including curating investment forums and summits, launching Revital Healthcare Africa's largest medical device manufacturer and serving as Lead Facilitator at the inaugural Young African Leadership Initiative (YALI) Expo 2024 Capetown, South Africa uniting East, West, and Southern Africa. A former Nation Media Group professional, he contributed across Corporate Affairs, Brand Management, Commercial, and Editorial departments. Internationally, he has represented

youth voices at the Global Youth Forum in Kuching, Malaysia, leading sessions on communication and entrepreneurship. A fascinating Master of Ceremonies and Moderator, he brings energy, insight, and creativity to every stage. Passionate about youth empowerment, he mentors emerging leaders in personal branding through the Emerging Leaders Foundation, inspiring Africa's next generation of changemakers.



GRACE MUNJURI
Team Lead
BRAND MAGNETS LIMITED

Grace Munjuri is Team Lead, at Brand Magnets Limited. She is a Public Affairs Specialist who possesses key capabilities and leadership skills that she has developed over the past 18 plus years she has worked as a Senior Corporate Communication Executive in the public and private sectors. Ms. Munjuri carries a wealth of experience in Leadership and Governance, Corporate/Public Affairs, Communication for Advocacy, Brand Positioning, Public Relations, Media Relations and Government Relations. She has undertaken corporate profiling to position as market leaders the various organizations she has dealt with helping them refine their strategic communication, brand positioning and reputation management.

Beyond her work life, Grace has served our Nation in various capacities including her current advisory roles as a Board Member at the Kenya Film Classification Board, Board Member and Vice Chair for World Vision Kenya, Director in the Board of the Communications Authority of Kenya and the Media Council of Kenya Board where together as a team they successfully spear headed the Digital Migration in Kenya amid great challenge and chaired the law making process of the Media Act

2013, and together with her committee mid-wifed the delivery of a good law for the industry. She also played a key role in the amendment of Kenya Information and Communication Amendment Act 2013 that gave birth to the new Communications Authority of Kenya.

Ms. Munjuri served at the Public Relations Society of Kenya (PRSK) Board from 2009 and was elected PRSK Vice-Chair in 2012, a position she held until 2014 and went on to give her contribution to the regulatory framework for the Kenya Institute of Public Relations currently under legislation. Grace was in 2022 recognised and awarded PRSK Warrior 2022 for her outstanding contribution to the PR industry, an award bestowed upon only 24 professionals in Kenya who have influenced the industry in the last 50 years. Her academic qualifications include a Master of Arts in Corporate Communications from Daystar University and Bachelor of Commerce degree in Marketing from Kenyatta University. She has also pursued numerous courses locally and overseas.



CYPRINE KERIGA
Communication Consultant
KENYA TISSUE AND TRANSPLANT AUTHORITY

Cyprine Keriga is a communications specialist and a Master of Arts in Development Communication student at Daystar University, specializing in Health Communication. Her research focuses on authentic health messaging, directly informed by her recent professional work.

She previously served as a Communication Consultant for a World Bank-funded project at the Kenya Tissue and Transplant Authority, where she led high-impact national health campaigns and stakeholder engagement strategies. Her experience also includes creating digital advocacy content for UNFPA Iraq.

As a Full Member of the Public Relations Society of Kenya (PRSK), Cyprine is dedicated to advancing the communication profession and is poised to share valuable insights on health communication at the summit.



ANNE LICHUMA
Director
AFRICA STRATEGIC COMMUNICATION HUB (ASCH) AND THE CENTER FOR PUBLIC RELATIONS (CPR)

Anne Lichuma is a communication and public relations practitioner with expertise in Strategic Communication, Digital Strategy, Stakeholder Engagement, and Brand Management. Her career spans across corporate, development, and public-sector organisations, delivering high-impact communication, content, and media solutions that enhance visibility and strengthen institutional reputation.

Anne has worked at Kenya Institute of Supplies Management (KISM), Global Procurement Academy, Brett Communications, and the Ministry of Sports, Heritage, and Culture. She excels in developing compelling narratives, managing digital platforms, coordinating events, and cultivating strong partnerships with diverse stakeholders.

A versatile communicator with strong project management and storytelling skills, Anne consistently drives engagement and supports organisations in achieving their objectives. She holds a degree from Daystar University



EVANS TEDDY
Regional Coordinator
MEDIA COUNCIL OF KENYA

Evans Teddy is a Regional Coordinator at the Media Council of Kenya, where he drives key media development priorities, including professional standards, journalist safety, digital transformation, and the sustainability of news ecosystems. He works closely with newsrooms, press clubs, and practitioners across the region to strengthen ethics, build capacity, and enhance the resilience of journalism.

His approach centres on personal branding, financial literacy, and sustainability as essential tools for modern media professionals. A strong advocate of professional growth, Teddy urges journalists to develop clear professional identities, manage their careers strategically, and embrace entrepreneurial mindsets that foster financial stability. He believes sustainable media starts with empowered individuals who understand their value, diversify their income, and invest deliberately for meaningful personal return on investment.

Teddy also supports innovation in content creation, deeper media-public engagement, and business models that align journalistic integrity with organisational viability.

He holds a Master of Arts in Communication from the University of Nairobi and a Bachelor of Science in Information Sciences from Moi University. His background in media regulation, communication, and financial-literacy programming shapes his holistic, future-focused approach to strengthening Kenya's media landscape.

He also serves as Coordinator of the East Africa Press Councils



MERCY CHELASHAW, ACIM, MCIPR, MPRSK Chief Executive Officer SIX ONE COMMUNICATIONS

Mercy Chelashaw is the CEO of Six One Communications and a seasoned strategist with deep expertise in Public Relations, brand planning, and business development. With over a decade of leadership at Six One Communications, she also serves as an independent consultant, guiding organizations through complex reputation and growth strategies.

Her corporate pedigree includes pivotal roles at leading regional media and manufacturing powerhouses, including Nation Media Group, Radio Africa Group, and East African Breweries Limited (EABL). Additionally, she has been recognized for professional excellence during her tenure at LORDS Healthcare.

A committed advocate for professional development, Mercy holds a Diploma in Professional Marketing from the Chartered Institute of Marketing (CIM) and is currently pursuing the elite CIM Level 7 Marketing Leadership Program. She holds a bachelor's degree and maintains active memberships with the Public Relations Society of Kenya (PRSK), the Marketing Society of Kenya (MSK), and the Chartered Institute of Public Relations (MCIPR).

At this summit, Mercy will be presenting Positioning PR as a Strategic Driver, a paper exploring how practitioners can move from functional communication to coauthoring organizational reality.



BONNY L'SOUZA, DIPM MCIM CHARTERED MARKETER, MCIPR
Regional Director
SIMON PAGE COLLEGE OF MARKETING AND A CONSULTANT AT SIX ONE
COMMUNICATIONS

Bonny L'Souza is a Chartered Marketer and Strategy Consultant and Public Relations Practitioner with over 15 years of experience in East Africa. Currently serving as the Regional Director at Simon Page College of Marketing and a Consultant at Six One Communications, he is also a dedicated Tutor and Assessor for the CIPR Professional Diploma in PR. Bonny blends strategic advisory with distinguished training expertise, having shaped the competencies of over 3,000 professionals across 20 countries in marketing, PR and communications. A Certified Sustainability Management Professional (CSMP®) and Project Management Professional (PMP®), he specializes in bridging the gap between traditional outputs and meaningful business outcomes.

For this 20th PRSK National Summit, he champions the transition from Spin Doctor to Impact Architect, advocating for data fluency, ethical AI, and the Beyond Metrics approach to measure true organizational value. He is a member of the Chartered Institute of Public Relations (CIPR) and the International Society of Sustainability Professionals. He holds a bachelor's degree and a master's degree, both from the University of Nairobi.



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LYNN MUTUKU
Founder of Mwaitu

Lynn Mutuku is a passionate communication professional and storyteller dedicated to transforming maternal health advocacy through authentic narratives. She holds a Bachelor's degree in International Relations from the United States International University—Africa (USIU-A) and is currently pursuing a Master's in Communication Studies at the same institution.

Lynn is the founder of Mwaitu, a digital storytelling initiative that provides a safe space for mothers to share their real experiences of motherhood. Her work focuses on how lived experiences can humanize public conversations, influence policy, and foster empathy around maternal and child health in Kenya.

Beyond advocacy, Lynn has experience in digital

marketing, project coordination, and community engagement, having worked across private and non-profit sectors. She believes that authentic communication is not only persuasive but also transformative a principle that shapes her academic, professional, and personal pursuits.

Her PRSK presentation, "Authentic Advocacy: Using Real Motherhood Stories to Shape Conversations on Maternal Health in Kenya," reflects her commitment to amplifying voices that are often unheard, ensuring that every mother's story contributes to a more compassionate and informed society.



JOANNE MUTHIE
Strategic Communications Practitioner
AATF

Joanne is a strategic communications practitioner who combines digital-first thinking with a passion for public-interest storytelling, helping organisations communicate with clarity, creativity, and impact. She partners with teams operating at the crossroads of policy, scientific research, and socio-economic issues, leveraging data, behavioural insights, and audience-focused strategies to engage and inspire.

With over 13 years of experience spanning organisation-wide and project-level communications, Joanne has been a part of global and regional initiatives, multistakeholder campaigns, and digital systems across governments, corporates, and development agencies—all with the goal of strengthening visibility, trust, and stakeholder confidence. She began her career in

marketing and advertising agencies in Nairobi, Kenya, and today she is empowering African smallholder farmers to access innovative agricultural technologies across 25 countries on the continent.

A Life Sciences graduate, Joanne holds certifications in Digital Communications, Marketing Analytics, Data Privacy, Automation and AI, and Social Media from Cornell University, and she is completing a Master's degree in Mass Communication from Liverpool, UK. Her work reflects a deep curiosity, a commitment to evidence-driven strategies, and a belief in the power of communication to make complex issues accessible and meaningful.



DR. OMONIYI P. IBIETAN Head of Media Relations at the Nigerian Communications COMMISSION (NCC) AND IS THE SECRETARY GENERAL OF THE AFRICAN PUBLIC RELATIONS ASSOCIATION (APRA)

Omoniyi P. Ibietan is a strategic communications consultant and stakeholder manager with over 24 years of experience leading media and communication strategies across the public and NGO sectors.

He currently serves as Head of Media Relations at the Nigerian Communications Commission (NCC) and Secretary General of the African Public Relations Association (APRA). He lectures at Rome Business School and has previously taught at The Polytechnic, Ibadan, and the International Institute of Journalism, Abuja. From 2005 to 2007, he was Special Media Advisor to Nigeria's Minister of Information and Communication.

Omoniyi was also Regional Media Researcher for the U.S.-backed Freedom House Project and has consulted for the Mastercard and MacArthur Foundations.

At NCC, he leads strategic media relations initiatives that engage ministries and agencies to improve understanding of regulatory roles and industry opportunities. His team has received multiple awards for its work.

He has delivered papers and led discussions at conferences, advancing communication scholarship and

aligning messaging across traditional and digital media. He has authored over 19 publications, including the book "Social Media, Social Demography and Voting Behaviour in Nigeria" (2023, Premium Times Books), and published nearly 200 essays on contemporary issues.

Omoniyi holds a Ph.D. in Communication from North-West University, South Africa; a mini-MBA in Telecommunications from NEOTELIS, France; an MA in Communication and Language Arts from the University of Ibadan; a BA in Communication Arts from the University of Uyo; and a Diploma in Journalism from the Nigerian campus of the Moscow-based International Institute of Journalism.

He is a fellow of the Nigerian Institute of Public Relations and APRA, and a member of the Nigeria Union of Journalists, African Council for Communication Education, Nigeria Community Radio Coalition, Advertising Regulatory Council of Nigeria, and the International Institute of Communications.



ANNETTE WACHIRA

Communications Officer

KENYA - NICE PROJECT, SUSTAINABLE AGRICULTURE FOUNDATION (SAF)

Annette Wachira is a seasoned communications specialist with years of experience in Public Relations, strategic storytelling, media relations, and campaign management. Known for impactful branding and engaging narratives, she has led communication efforts across NGOs, corporations, and startups. Whether capturing real-life moments in the field, managing media crises, or driving social behaviour change, Annette connects, engages, and empowers.

Her work appears in top publications and newspapers, and she has implemented successful campaigns. A skilled multimedia creator, she blends digital strategy with compelling storytelling to amplify positive change.



GLADYS WANGARI NJOROGE Digital Marketing lead BROADBAND NETWORKS

Gladys Wangari Njoroge is a University of Nairobi graduate with an undergraduate degree in Journalism and Media studies as well as a Certificate in Public Relations from the same institution. She is a Communications Specialist with experience spanning over 10 years with her focus being tech communication support in the ICT sector. She currently works for Broadband Networks as a Digital Marketing lead a role she thoroughly finds fulfillment in and works hard to make sure her work speaks for itself. Her passion for communication started at an early age where she excelled in languages making her selection in her area of study an easy one.

She enjoys spending time with her family and friends and has a special affinity to helping the less fortunate as a member of a feeding program called Uji Moto where she and a group of volunteers feed street children in Mlango Kubwa every weekend. She's also a Member of The Rotary Club of Gachie where they carry out various community projects involving the community including providing computers to schools within the Kiambaa area as well as helping the elderly grandparents who have been left with their grandkids to take care of.



ESTHER KAGIRI, MBS
Managing Director
GLOBETRACK

Esther Kagiri, MBS is a distinguished African leader whose work continues to redefine excellence in communication measurement. As Managing Director of Globetrack, she has built a Pan African reputation for clarity of vision, intellectual discipline and a leadership ethos grounded in faith, purpose and integrity.

Her career is marked by groundbreaking achievements that have elevated the continent's presence on the global stage. Under her leadership, Globetrack became the first African company in the twenty three year history of the AMEC Awards to receive international recognition, securing six awards and setting a new benchmark for the region. In 2025 she became the first African to be named AMEC Executive Professional of the Year, affirming her influence as a continental pioneer

in data driven communication.

Esther is the youngest Kenyan to receive the Moran of the Order of the Burning Spear and has been recognised among Kenya's Top Forty Under Forty Women. She serves on the Kenya Institute of Mass Communication Council where she chairs the Training Committee, shaping national training standards and nurturing the next generation of communication professionals.

Driven by an unwavering belief in African excellence, Esther continues to champion measurement frameworks that empower institutions and elevate the continent's voice in global conversations.



TIMOTHY MAHEA Head of Corporate Communications and Public Relations TANA WATER WORKS DEVELOPMENT AGENCY

Timothy Mahea is a strategic communicator and water sector professional with experience in public infrastructure development, stakeholder engagement, environmental stewardship, and strategic communications within Kenya's water and sanitation sector. He has been actively involved in supporting the planning and implementation of water and sewerage projects, contributing to improved service delivery, institutional efficiency, and community participation across multiple counties.

Timothy currently serves as the Head of Corporate Communications and Public Relations at Tana Water Works Development Agency, where he works closely with development partners, County Government leadership, and Water Service Providers within the Mount Kenya region.

In his day-to-day work, he spearheads community

and stakeholder engagements, ensuring effective coordination, information flow, and alignment of project activities with sector policies and national priorities. His experience spans project documentation, reporting, public communication, and strengthening customer feedback mechanisms through tools such as customer satisfaction assessments and stakeholder engagement frameworks.

He is passionate about sustainable water resources management, service delivery improvement, and leveraging technology to deliver data-driven analytics and insights that enhance decision-making in the water and sanitation subsector. Timothy regularly participates in sector forums, conferences, and technical engagements, where he contributes to discussions on water infrastructure development, institutional strengthening, customer experience, and the future of water and sanitation services in Kenya.



NOELLA MUTANDA
Secretary General
PUBLIC RELATIONS SOCIETY OF KENYA

Noella Mutanda, an award-winning PR professional with over 20 years of leadership in Corporate Communication, Stakeholder Management, Advocacy, and Media Relations, has made a significant impact across Kenya, Rwanda, Tanzania, and Bermuda. Recognized among PRSK's 2023 Top Women in PR, she began her career as a journalist before transitioning into Corporate Communications, where she has driven transformative strategies and operational excellence.

Her career highlights include institutionalizing functional communication departments, implementing Crisis Communication and Reputation Management strategies, and crafting impactful Corporate Communication and Brand Management initiatives. Notable successes include the development of Quality Management Systems (QMS) that improved

organizational efficiency and media relations strategies that enhanced stakeholder engagement and visibility.

Noella holds a master's degree in Corporate Communication, a bachelor's degree in Economics and Communication, and a Diploma in Journalism. She is currently finalizing an Executive MBA at Jomo Kenyatta University of Agriculture and Technology.

A Fellow of the prestigious Fletcher School Leadership Program for Financial Inclusion (Tufts University, USA), Noella serves as the Secretary General of the Public Relations Society of Kenya (PRSK) and as a Board Member of the Global Alliance. She has also contributed to public sector transformation as a member of the Ministerial Taskforce for improving government information and public communication functions to align with emerging dynamics.



ARIK KARANI
President
PUBLIC RELATIONS SOCIETY OF KENYA

Arik Karani is the current President of the African Public Relations Association (APRA), the umbrella body for 24 national public relations associations in Africa, and the body that represents over 40,000 public relations practitioners in Africa. He is also the current President of the Public Relations Society of Kenya (PRSK), and the Communication Lead for Community Resilience and Sustainability at the Wikimedia Foundation, the nonprofit that hosts Wikipedia and other free knowledge projects.

With over 20 years' experience in communications, Arik advises governments, civil society organizations, NGOs, and the private sector, on stakeholder engagement, digital strategy, disinformation and information technologies, foreign influence on social media, crisis

communication, and strategic planning.

Prior to taking up the roles at APRA, PRSK, and the Wikimedia Foundation, he worked at the World Bank Group leading the communication program on trans-boundary waters in Africa. He has previously worked with the Government of Kenya, managing communication programs for various development partners such as the World Bank, African Development Bank (AfDB), KfW Development Bank, and Agence Française de Développement (AFD). He has also had the opportunity to work with ChildFund International, and Amref Health Africa.



JOSEPH NDEGWA
Senior Editor
E-PUBLICATIONS, KENYA LITERATURE BUREAU AND PRSK ASSISTANT
SECRETARY

Joseph Ndegwa is the Senior Editor, E-Publications at the Kenya Literature Bureau (KLB) and a seasoned public relations practitioner with over a decade of public service experience in journalism, book editing, strategic communications, and environmental advocacy. As the Assistant Secretary of the Public Relations Society of Kenya (PRSK), he has contributed to key initiatives, including the development of the draft Public Relations and Communications Management Bill and Policy.

At KLB, Joseph has led impactful literacy campaigns such as the "1000 Schools in 1000 Days" book donation, the "100 Trees in 25 Primary Schools per County" initiative, and the "National Spelling Bee Competition" in partnership with KTN and KCC. He also spearheaded the 2015 "National Parliamentary Book Donation" campaign, enhancing access to reading materials nationwide.

Joseph is documenting Kenya's history by publishing memoirs of prominent personalities, including Lee Njiru, Phoebe Asiyo, and Leonard Mambo Mbotela, preserving the nation's collective memory.

As an associate trustee of NEWI, a non-profit advocating for girls' education, he supports the HerStory Initiative, which has benefited over 162 schools through mentorship, book donations, and sanitary kits for girls. He holds a BA in Sociology and Business Studies from

He holds a BA in Sociology and Business Studies from Kenyatta University, a postgraduate diploma in Public Relations Management, and is completing a master's in Communication Studies and a Bachelor of Law degree at the University of Nairobi.



EDWARD WANYONYI

Team Leader

CAMERAFRICA CONSULTANTS LTD, AND PRSK COUNCIL MEMBER

Edward Wanyonyi is a researcher, strategic communications specialist and Team Leader at Camerafrica Consultants Ltd. He has over 15 years' experience in the communications sector with a unique specialization in mapping messaging and narrative ecosystems to address reputational risk, civil strife, conflict and fragility and national security contexts. At Camerafrica, he leads the agency, research and strategy teams to support clients to think, act and respond differently to an ever-shifting perception and legitimacy landscape.

He has previously led communication functions at Tetra Tech International Development, Oxfam Africa Union Liaison Office, Oxfam Horn, East and Central Africa regional headquarters, BBC World Service East Africa Bureau and BBC Media action Kenya office. He has also handled consulting engagements for Teach for All Global, the United Nations Disaster Risk Reduction

Agency, Crisis Action, Girls Not Brides Secretariat, Global Initiative against Organized Crime; Ministry of Defense- United Kingdom and World Bank Kenya office.

Edward is a Council member of the Public Relations
Society of Kenya where he leads the Editorial and
Research and Knowledge Management committees.
He is a member of The African Public Relations
Association (APRA), judge of the Next Generation of
Foresight Practioners Annual Awards and a foresight
commissioner with the London School of International
Futures. He holds a Master's in Security, Leadership and
Society from King's College-London and a Bachelor's
in Science- Communications and Public Relations from
Moi University.



MAUREEN KASERA
Communications Strategist

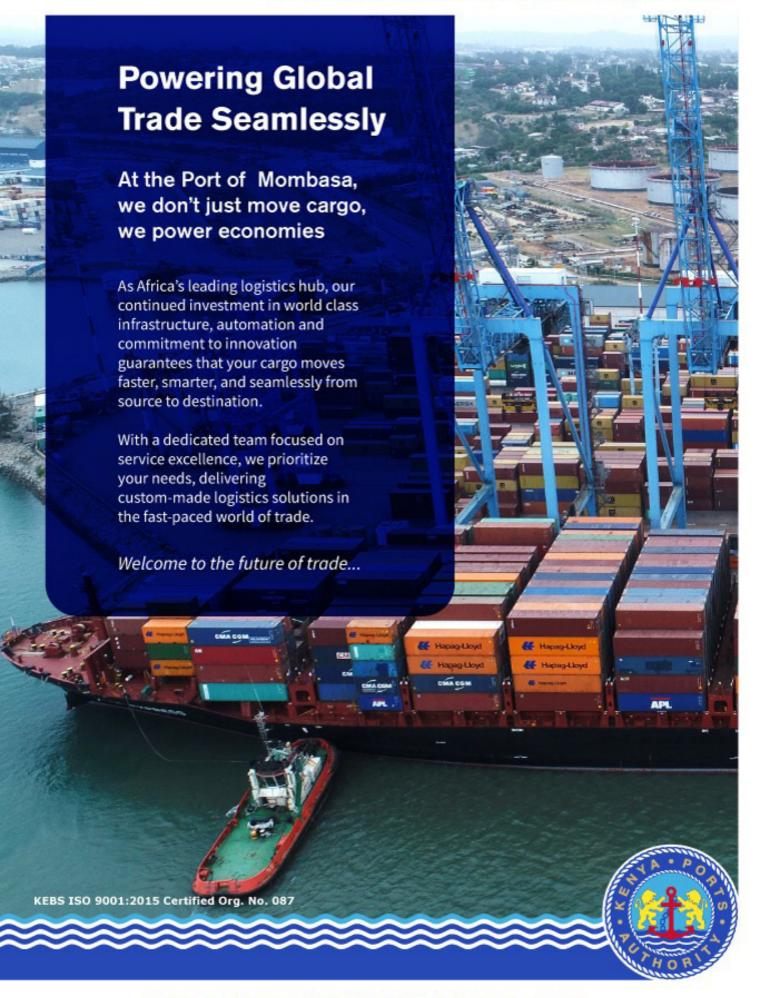
Maureen Kasera is a communications strategist transforming public sector engagement through innovative digital communication. She holds a Master of Arts in Communication and Media Studies from the University of Nairobi and a Bachelor of Arts in Journalism and Media Studies (Public Relations) from the same institution.

An influential voice in the digital space, Maureen was honored as one of Kenya's Top 25 Most Influential Women in Digital in 2018. At the Kenya Revenue Authority, she has pioneered groundbreaking initiatives, and her strategic vision established the KRA's comprehensive digital presence across all major platforms, including Facebook, YouTube, X, LinkedIn,

Instagram, and TikTok. This work led to the institution being recognized as the Best Government Institution on Social Media.

Deeply committed to community development, Maureen served as the Volunteer Social Media Manager for "The Africa In Me" from 2020 to 2024, providing strategic digital support to amplify the online NGO's community initiatives.

She is passionate about AI integration in communications, aunthentic storytelling, and mentorship, dedicating herself to empowering the next generation of professionals to harness strategic content for impactful public engagement.





DR. ISAAC MWAURA CBS Spokesperson GOVERNMENT OF KENYA

Hon. Isaac Mwaura holds an impressive array of academic qualifications, showcasing his dedication to lifelong learning and advocacy. He graduated from Kenyatta University with a Bachelor's degree in Special Education, French Studies, Japanese, and English (minor). Furthering his education, Mwaura earned a Master's Degree in Social and Public Policy from the University of Leeds as a Ford IFP Scholar due to his track record in fighting for social justice.

He also holds a Master's Degree in Development Studies from Nelson Mandela University In South Africa Mwaura has a diploma in Public Relations Management from the Kenya Institute of Management, and also both ordinary and Advance Diplomas in Theology from the Presbyterian Lay Institute and Presbyterian University of East Africa respectively. In recognition of his contributions in society, he was awarded an honorary Doctor of Philosophy in Humanities by UGCI-USA in the year 2017.

Mwaura's career is marked by significant achievements in advocacy for persons with disabilities, and underrepresented. He founded the Albinism Society of Kenya, which has greatly contributed to the support and inclusion of people with albinism in Kenyan society. Mwaura has actively campaigned against the persecution of persons with albinism in East Africa and beyond, leading to life-saving interventions and policy changes. His efforts have been recognized

internationally, including by the United Nations and various humanitarian organizations. In terms of positions held, Mwaura's roles span across both political and advisory capacities. He began his career in public service when he was appointed as the youngest member of the pioneer board of the National Council for Persons With Disabilities. He also served as a Senior Adviser to former Prime Minister Raila Odinga, a member of the 11th Parliament of Kenya and is the first person with albinism in Kenya's history to serve as a Member of Parliament in both the National Assembly & the Senate, to represent Persons with Disabilities.

Dr. Mwaura has also worked in various capacities within civil society and governmental organizations, contributing to policy formulation and program development for the disabled.

Currently, he is the first person with disability to be privileged to serve as the 5th Government Spokesman of the Republic of Kenya, in the Executive Office of the President. His political and social endeavours reflect a strong commitment to enhancing the lives of those he represents, making him a respected leader and advocate in Kenyan society and beyond. Mwaura is a published author, a father, a husband and a born again Christian.



PATRICIA NDEDE Vice President PUBLIC RELATIONS SOCIETY OF KENYA

Patricia Ndede is the Director, Information, Advocacy and Communication, Nuclear Power and Energy Agency. She is a passionate, creative, self-driven and proficient PR and Communication professional with Analytical Business acumen who has consistently delivered quality work for 23 years with different organisations within Media, Public Sector and mainstream Government.

Currently, she is the Vice President of the Public Relations Society of Kenya, and has served the society passionately at it's helm. She is also a member of Marketing Society of Kenya and Kenya Editor's Guild. She has a wealth of experience in media management having worked with Nation Media Group and Capital Group respectively. She is a past Corporate Communications Manager at Retirement Benefits Authority for 10 years, the first Director Communications and PR at Huduma Kenya Secretariat and a past Communications Secretary at the Ministry of Public Service, Youth and Gender.

Recognised among PRSK's 2023 Top Women in PR,

she is a practitioner of many firsts. While at RBA, she innovated the award winning Mbao Pension Plan that oversaw increased pension coverage in the informal sector in Kenya, recognised and awarded by the World Bank. She developed the Communication Strategy that oversaw the rollout of 52 Huduma Centres during it's inception, developed and executed the Communication Strategy of Kazi Mtaani, a National Hygiene Programme response to the Covid 19 pandemic while consulting for the World Bank under the Kenya Urban Support Programme through the State Department of Housing. She also works closely with the Office of the Government Spokesperson giving thought leadership and innovation insights as well as facilitating strategy and staff performance models.

She holds a Masters degree in Communication Studies from the University of Nairobi, a Bachelors degree in International Relations from United States International University and a Bachelors degree in Journalism from United States International University.



DR. CHRISTOPHER S. KHISA
Corporate Communication and Media lecturer
DAYSTAR UNIVERSITY

Christopher S. Khisa (PhD is a seasoned communications specialist with 16+ years of experience in Corporate Communications, Media Relations, and Broadcast Journalism. He is an adjunct Corporate Communication and Media lecturer at Daystar University and postgraduate supervisor at St. Paul's University. He is an Associate Trainer at the Daystar Leadership and Professional Development Institute (DLPDI). Dr Khisa has held various senior roles in the Media and Public Relations sector. He is the immediate former head of Corporate Communication at the

National Social Security Fund (NSSF), Kenya, and has a PhD in Peace and Conflict Studies from Masinde Muliro University of Science and Technology (MMUST). He is an alumni of the University of Nairobi, the Kenya Institute of Mass Communication, among others. Dr Khisa is a family man, a devoted Christian, a member of the Association of Professional Broadcasters (APB), Kenya, and the Public Relations Society of Kenya (PRSK).



WINNIE GOR
Founder and Chief Executive Officer
WINNIE GOR COMMUNICATIONS AFRICA (WGCA)

Winnie Gor, is the visionary founder and CEO of Winnie Gor Communications Africa (WGCA). Her journey is a testament to the power of resilience, innovation, and leadership in the communications industry.

Founded in 2013, WGCA has grown into a full-service public relations and strategic communications agency with an expansive pan-African reach. Under her leadership, the agency has established itself as a beacon of creativity and trust, delivering customized and impactful communication strategies across diverse markets and cultures in Africa.

WGCA's commitment to excellence has empowered brands, businesses, and change-makers to thrive within the vibrant African landscape.

Winnie's dedication to her craft is evident in the numerous successful partnerships WGCA has forged across Africa with multinational corporations, homegrown brands including ocal startups and SMEs. Her ability to navigate the complexities of communication in Africa has made WGCA a trusted partner for clients seeking to enhance their brand

presence and reputation. The agency's comprehensive understanding of the unique challenges faced by its clients has been instrumental in delivering tailored and timely communication strategies that drive results.

Beyond her professional achievements, Winnie Gor is a passionate advocate for women's empowerment and entrepreneurship. She has been a mentor and role model for many aspiring women entrepreneurs and graduates with a passion for communications, inspiring them to pursue their dreams and make a difference in their communities. Her leadership extends beyond her business, as she actively participates in initiatives that promote gender equality and support women-owned businesses.

Winnie's vision for WGCA is to continue being a catalyst for communication and business transformation across the continent. Her forward-thinking approach and unwavering dedication to excellence have positioned WGCA as a leader in the industry, setting a high standard for others to follow.



COSMA GATERE
Seasoned Executive Trainer and Speaker

Cosma Gatere is a leadership and communication specialist who works with boards, executives and organisations across Africa and beyond to strengthen governance, culture and communication.

A seasoned executive trainer and speaker, he designs and delivers board-level seminars in governance, leadership communication and organisational resilience. His signature topics include Board Mastery, The Anatomy of Good Decisions, Leading in a VUCA World and Building Relational Capital & Results. Each programme helps leaders connect people, purpose and performance.

Cosma integrates his background in governance, communication, organisational development and theology to help leaders build high trust, adaptability, resilience and relational capital in complex environments.

A frequent conference speaker, Cosma has trained and advised numerous boards, companies and faith-based organisations. He is known for his fresh insights, clarity and depth of thought on how effective leadership and communication drive legitimacy, credibility and long-term impact.



PATRICIA ONDENG Secretary Public Communication MINISTRY OF INFORMATION, COMMUNICATIONS & THE DIGITAL ECONOMY

Patricia Terer Ondeng' is a distinguished communication and strategic leadership professional with nearly three decades of experience in Kenya's public sector. She holds a Master of Arts in Communication (Corporate and Development Communication) from Daystar University and a Bachelor's degree in Business and Office Management from the Jomo Kenyatta University of Agriculture and Technology (JKUAT).

A seasoned strategic communication expert, Ms. Ondeng' is an active member of the Public Relations Society of Kenya (PRSK), where she has played key roles in initiatives such as pitching for the World Public Relations Forum and speaking at PRSK Annual Summits. She is also a Certified Professional Mediator, passionate about fostering effective communication, collaboration, and conflict resolution in organizational settings.

Throughout her career, Ms. Ondeng' has contributed to significant policy dialogues in the public sector, including Kenya@100 Capstone on High Performance Leadership, Strategic Governance, and Sustainability in National Security Development. She is widely recognized for her expertise in Leading Change in

Organizations, with exceptional strengths in strategic planning, relationship management, and operational problem-solving.

Her extensive leadership experience includes serving in various senior management roles, such as Acting Chief Executive Officer at the Kenyatta International Convention Centre (KICC), Head of Corporate Communication and Marketing, and Corporate Affairs Manager—all within the Tourism Fund.

Ms. Ondeng' has undergone advanced training in Public Policy Analysis, Formulation and Management, the Leadership Programme for National Transformation, the Strategic Leadership Development Programme (SLDP), and the Mwongozo Induction Programme for Boards of State Corporations.

A visionary and transformational leader, Ms. Ondeng' is deeply passionate about policy-making, strategic governance, and organizational transformation. She prides herself on promoting growth, confidence in decision-making, and guiding institutions through periods of change and development. Her professional journey stands as a testament to excellence, innovation, and transformation within Kenya's public service.



DR. JOHN OLUOCH
Director, Placement Coordination and Career Development
KENYA UNIVERSITIES AND COLLEGES CENTRAL PLACEMENT SERVICE

Dr. John has practiced public relations and communication for the last 22 years and he is a holder of a Ph.D. in Communication studies. Dr. John has served in Moi and Rongo universities as a Public Relations Officer, Lecturer, Senior Lecturer, Director and Dean. He supervised several communication and PR students at masters and doctoral levels. He has also undertaken several consultancies in communication for UNESCO, World Vision, and the Media Council of Kenya. Dr. John has also participated in external examination, review

and development of PR training curricular for several universities in Kenya.

He is currently serving as Director in charge of Placement and Career Development at the Kenya Universities and Colleges Central Placement Service (KUCCPS) and is a member of several inter-ministerial committees.



PETER MUTIE
Chairperson, College of Fellows
PUBLIC RELATIONS SOCIETY OF KENYA

Peter Mutie is a Communication specialist with experience spanning over two decades. He holds several portfolios in both professional and corporate leadership. Peter is currently a board member of the Global Alliance for Public Relations and Communications Management (GA) and Chairman of the Africa Regional Council of the Global Alliance for Public Relations. He is the immediate former President of Africa Public Relations Association (APRA) and still serves as a Council Member of APRA, the continental body for communication professionals. Peter has also been a Board Member with Communications Authority of Kenya, among other sate corporations in Kenya. He is a former Chief Executive Officer of Kenya Film Commission, a founder Board Member of both BrandKenya Board and Media Council of Kenya. Between 2007 and 2012, Peter served as the President of the Public Relations Society of Kenya (PRSK). He is currently serving in a number of other roles in consultancy at both continental and global levels besides being a consultant with the UN on Strategic

Communication. Peter is a Senior Member of the

International Public Relations Association (IPRA) and is a Fellow of both APRA and PRSK.

He has spoken in many PR and Strategic Communication conferences globally including International Public Relations Association conventions, APRA conferences, Eastern Africa PR Association, ZAPRA, among others. He has also published on Strategic Communications in various journals and international magazines.

Peter is also a recipient of PRSK Golden Honours Award, the highest and lifetime award that recognizes outstanding achievement in Public Relations in Kenya. He has taught media and strategic communication in a couple of universities in Kenya. His academic credentials include Masters in Business Administration (MBA), BA (Econ), Post Graduate Diploma in Mass Communication, among other postgraduate qualifications. He has served in a range of dynamic sectors including publishing, media, energy, development banking, health, entertainment and the UN.



JESSE MASAI

Director of Communications and PR

NYANDARUA COUNTY GOVERNMENT, AND PRSK COUNCIL MEMBER

A long-time journalist and communications management professional with stints in Africa, South East Asia and the United States, Jesse serves as Director of Communication and Public Relations with Nyandarua County Government in Kenya's former Central Province. A native of the country's scenic Rift Valley region, he is a graduate of Messiah University in Grantham, PA and Daystar University, Kenya.

His work has appeared in mainstream media, including at The East African and the British Broadcasting Corporation. He is a member of the Public Relations Society of Kenya's Council.



NELIUS MUENI
Psychologist, HR Professional
MY SOUL'S UNIVERSE

Nelius Mueni is a Psychologist, Human Resource Professional, Certified Professional Mediator, and the Founder of My Soul's Universe. She is dedicated to advancing personal development, workplace wellness, and organizational growth through practical, research-informed approaches. With extensive experience across corporate, non-profit, and community environments, Nelius combines psychological insight with strategic HR expertise to help individuals and teams unlock their full potential.

Through My Soul's Universe, she designs and delivers transformative training programs focused on mental health, emotional intelligence, leadership, team dynamics, and customer experience. Her facilitation

style is warm, relatable, and deeply engaging, ensuring participants not only learn but also apply the skills in meaningful ways.

Nelius is known for her compassionate leadership and results-driven mindset. She believes that thriving organizations begin with empowered people, and she partners with teams to create cultures that prioritize well-being, growth, and purpose. Whether facilitating learning sessions, advising HR leaders, mediating workplace conflict, or championing mental wellness initiatives, Nelius remains committed to creating spaces where individuals feel valued, supported, and inspired to drive positive change.



GLADYS SOMEDiplomatic Proffesional

I have honed critical skills that have propelled my PR journey, including adaptability, staying abreast of industry trends, and creative message development. My expertise extends to maintaining composure in crisis situations and excelling in public speaking, protocol, and etiquette. My tenure as a Kenyan Diplomat in South Africa, serving as Minister Counsellor, provided invaluable experience that seamlessly integrates with my PR skills, enriching my professional prowess. This unique blend of diplomacy and public relations has enabled me to navigate complex landscapes and foster robust stakeholder relationships effectively.

My educational journey has been anchored in a commitment to excellence and a passion for learning. I earned a Master's degree in International Studies from the University of Nairobi, specializing in diplomacy and international relations. This academic foundation has provided me with a robust understanding of global political dynamics, diplomatic theory, and conflict resolution strategies. Additionally, I hold a Bachelor of Arts in Communication from Daystar University, where I developed strong communication skills and a keen understanding of media relations and public communication strategies.



FCPA PROF. NICHOLAS L' LETTING, PHD, EBS, HSC, SECRETARY AND CEO, KASNEB

Chief Executive Officer

KASNEB

Prof. Nicholas K. Letting', PhD, EBS, HSC, is a renowned corporate governance and strategic leadership and management professional with over 27 years of experience in public and private sectors. He serves as the Secretary/CEO of the Kenya Accountants and Secretaries National Examinations Board – KASNEB and has held key leadership roles in the Kenya Institute of Management (KIM) and British American Tobacco (BAT) Kenya, including being Vice-Chancellor of the Management University of Africa (MUA).

He is the current Chairman, Association of Professional Societies of East Africa (APSEA). A decorated scholar and transformative turnaround leader, Prof. Letting is a Fellow of ICPAK, ICPSK and KIM, and an Adjunct Associate Professor at KCA University, mentoring PhD and MBA students. His academic qualifications were earned from the University of Nairobi while his professional qualifications (CPA, CPS and CIFA) were honed in KASNEB.

His contributions to governance and capacity building have earned him national honours, including the Elder of the Order of the Burning Spear (EBS) and the Head of State Commendation (HSC). He is a Board/Council Member of several organizations.



ANTHONY MURIMI
FA
CENTRAL BANK OF KENYA

FA Anthony Murimi is a seasoned capital markets professional with a solid academic foundation in finance and banking at both undergraduate and postgraduate levels. With more than a decade of progressive experience across reputable institutions—including the World Bank Group and the Central Bank of Kenya—he has cultivated deep expertise in strategic financial management, investment analysis, and risk assessment within both the public and private sectors.

Anthony's career has afforded him extensive exposure to capital markets operations, government securities management, and institutional policy formulation. He played a pivotal role in the testing, implementation, and rollout of the Dhow CSD system—an innovative, world-class platform that transformed the trading and settlement of government securities in Kenya and earned international recognition.

In 2019, Anthony was awarded a prestigious scholarship to the IFC-Milken Institute Capital Markets Program in acknowledgment of his outstanding performance and commitment to advancing capital markets development. Through this program, he further strengthened his expertise in emerging market capital formation and financial sector reform.

Beyond his technical capabilities, Anthony possesses comprehensive knowledge of Kenyan and international regulatory frameworks, complemented by a strong appreciation for global best practices in securities trading and market development. He is a full member of the Institute of Certified Investment and Financial Analysts (ICIFA), where he serves on the Membership Development Committee, and he is a member of the Board of Trustees of the Banki Kuu Pension Scheme.



FRANCIS WACHIRA Communications Manager AFRICA ENTERPRISE CHALLENGE FUND (AECF)

Francis Wachira is a seasoned communications professional with deep experience shaping strategic communication across development, governance, and enterprise-growth landscapes in Africa. He currently serves as the Africa Communications Manager at the Africa Enterprise Challenge Fund (AECF), where he leads continental-wide communication strategy, brand visibility, storytelling, donor engagement, and media relations across portfolios such as renewable energy, agribusiness, climate resilience, and inclusive enterprise development.

Francis is recognised for translating complex program outcomes into powerful narratives that highlight impact and elevate community and enterprise voices. His work strengthens multi-stakeholder partnerships and positions communication as a driver of organisational influence and learning.

Before joining AECF, Francis served as Senior

Communications Manager for East and Central Africa at RTI International, where he provided strategic direction for regional communication, media engagement, and knowledge-sharing across large USAID-funded programs. Prior to RTI, he led communications for the USAID CSM-STAND Sudan program at Pact, supporting civil society and media organisations through capacity-building in storytelling, digital media, and documentation.

Academically, Francis is a PhD candidate in Communication at Daystar University, building on his Master's in Corporate Communication. He is also a certified Executive Coach, committed to leadership development, mentorship, and building communication capacity across the region.





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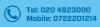
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