



IPRA and Kenya in PR Co-operation

IPRA, the International Public Relations Association, has signed a co-operation agreement with the Public Relations Society of Kenya (PRSK). Under the agreement, inter alia, the organisations will exchange materials such as IPRA's Thought Leadership essays and know-how to help with the development of the PR profession.

"The Public Relations Society of Kenya is excited to tap into the experience and networks of IPRA to develop the professional standards of the industry in Kenya," comments the new PRSK President Dr. Wilfred Marube. *"Members will gain from our shared experiences, thoughts, and ideas."*

"IPRA is working with national PR Associations connecting communications professionals from all over the world into an ecosystem that addresses some of the most complex challenges in the PR industry," explains IPRA President Svetlana Stavreva. *"Our co-operation agreement with PRSK presents an opportunity for Kenyan PR talent to tap world-class PR know-how, and to collaborate with our Golden World Awards competition."*

Background to IPRA

IPRA, the International Public Relations Association, is the leading global network for Public Relations professionals. Membership is individual not corporate. It aims to further the development of open communication and the ethical practice of public relations. IPRA fulfils this aim through networking opportunities, its code of conduct and intellectual leadership of the profession. IPRA is the organiser of the annual Golden World Awards for excellence – PR's global awards scheme. With 60 years of experience, IPRA, recognised by the United Nations, is now present throughout the world wherever public relations are practised. IPRA welcomes all those within the profession who share its aim and who wish to be part of the IPRA worldwide fellowship. For more information please visit: www.ipra.org

Background to PRSK

The Public Relations Society of Kenya (PRSK) was established in 1971 and serves as the professional body guiding the PR practice in Kenya. The Society broadly seeks to advance excellence in Public Relations and Communication Management in Kenya and to ensure that the practice continues to thrive within the ethical framework defined by the profession. PRSK is a member of the Africa Public Relations Association (APRA), the continental body for all PR national associations in Africa. At the global level, PRSK is a founder member of the Global Alliance for Public Relations and Communications Management. For more information please visit: www.prsk.co.ke

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