



2019 PRSK ANNUAL SUMMIT

THE REVOLUTION & DISRUPTION OF PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT

13th - 15th November 2019

Pridelnn Paradise Beach Resort, Convention Centre & Spa, Mombasa, Kenya



SPONSORS:



MEDIA COUNCIL OF KENYA

The Media Council of Kenya (MCK) is the principal national body mandated, to develop and regulate the media industry in Kenya, in order to promote media freedom, professionalism and independence. It is established by law under the Media Council Act of 2013 to fulfil Article 34 (5) of the Constitution of Kenya, which enshrines media freedom.

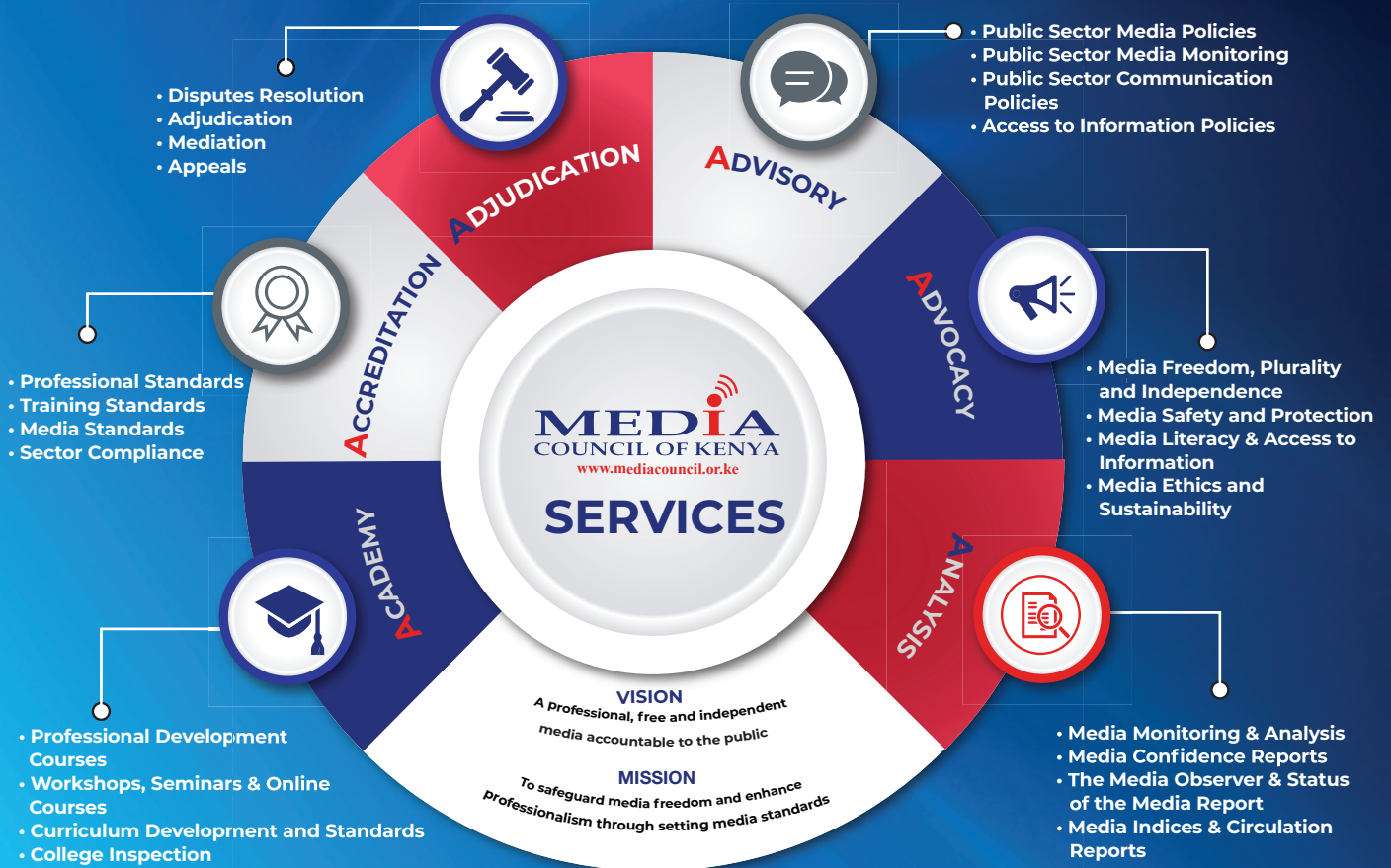
The Council executes its mandate by providing services to its stakeholders through the 6As.

COMPLAINTS COMMISSION

The Complaints Commission is an independent organ of the Media Council of Kenya, established by section 27 of the Media Council Act (No 46 of 2013), for purposes of mediating or adjudicating media disputes.

The Commission mediates disputes between the government and the media, public and the media and intra media on ethical issues.

The Commission facilitates impartial, speedy and cost-effective settlement of complaints against journalists and media enterprises without fear or favor.



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Introduction

The Kenya National Bureau of Statistics (KNBS) was established by an Act of Parliament, the Statistics Act No. 4 of 2006, as a State Corporation. The KNBS is a successor of the Central Bureau of Statistics, (CBS) which was created by the repealed Statistics Act Cap 112. The KNBS, and by extension, the CBS has had a long history of growth dating back to 1963 when a Statistical Unit was created in the Ministry of Economic Planning and Development.

The Bureau plays a critical role in national development by providing credible statistical information for evidence-

based policy decision making and to guide allocation of national resources to the devolved system of governments. The statistical information generated and released by the Bureau enables the Government to monitor and evaluate implementation of programs under the Kenya Vision 2030, its Medium-Term Plans and other relevant Policy Documents at the Global, Continental, Regional and National levels. In this regard, KNBS as the custodian of official statistics is expected to provide statistical information to the Government with which to monitor and evaluate its ability to provide basic economic, social and other rights to its citizenry.

Mandate and Core Functions of the Bureau

The KNBS is the principal agency of the government for collecting, compiling, analyzing, and disseminating statistical information needed for planning and policy formulation. The Bureau is also responsible for co-ordination of the National Statistical System (NSS) in the country. In the Fourth Schedule of the Constitution of Kenya, 2010, statistics on population, economy and society is the responsibility of the National Government. The Bureau is therefore central in the development of statistics in the country.

Specific functions of KNBS as defined in the Statistics Act 2006 are:

- Planning, authorizing, coordinating and supervising all official statistical programs undertaken within the NSS;
- Establishing standards and promoting use of best practices and methods in the production and dissemination of statistical information across the NSS;
- Collecting, compiling analyzing, abstracting and disseminating statistical information on matters specified in the First Schedule of the Statistics Act;
- Conducting Population and Housing Census every ten years, and such other censuses and surveys as the Board may determine; and
- Maintaining a comprehensive and reliable national socio-economic database.

The Vision

To be a global leader in the provision of quality statistical services.

The Mission

To provide, manage and promote quality statistical services through utilization of best practices for evidence-based decision making.

Core Values

Professionalism; Integrity; Confidentiality; Customer Focus; Innovation; and Teamwork.



2019 PRSK ANNUAL SUMMIT

OVERVIEW

Every year, the Public Relations Society of Kenya brings together public relations and communications professionals to share their experiences and knowledge and to reflect together on major issues affecting the profession.

The three-day Annual Summit includes a research and practice colloquium, discussions and presentations featuring leading educators, researchers and practitioner thought-leaders.

The Summit is a unique opportunity to engage professionals, academics and students from across the nation and globally in the key challenges facing the profession, to advance thinking and research and share best practices. It will address among other issues: emerging trends, how practitioners can adapt to the changing landscape, strategies and tools for new trends impacting the industry. Delegates will update their strategic thinking while sharing experiences on current developments in the industry.

What are the benefits of attending the Summit?

1. Best practice insights on past and current trends
2. Excellent networking opportunities with colleagues from across the industry
3. Delegates attending the qualify for award of 30 structured CPD hours

Who should attend?

Public Relations & Communication professionals across all sectors of economic development.

DAY 1: WEDNESDAY, 13TH NOVEMBER 2019

Industry Presentations

- 0900hrs – 0930hrs Registration
- 0930hrs – 1010hrs Social media and health communication among women
▶ **Ezekiel Mwabili, PhD Student and Communication Practitioner**
- 1010hrs – 1100hrs Stakeholder mapping and analysis using Netmap toolkit: Participatory stakeholder mapping for effective communication strategies
▶ **Impact Africa**
- 1100hrs – 1130hrs Tea Break
- 1130hrs – 1210hrs Working with PR agencies: Creating successful client agency relationships
▶ **Wausi Walya, PR & Communications Manager, Kenya Tourism Board**
- 1210hrs – 1300hrs State of PR and communication management survey report
Panelists:
▶ **Public Relations Society of Kenya**
▶ **TIFA Research**
▶ **Association of Public Relations and Communication Management Firms**
- 1300hrs – 1400hrs Lunch Break
- 1400hrs – 1445hrs New media accreditation guidelines
▶ **David Omwoyo Omwoyo, Chief Executive Officer, Media Council of Kenya**
- 1440hrs – 1600hrs PR measurement and evaluation in the age of change
▶ **Professor Jim Macnamara, Professor of Public Communication, University of Technology Sydney, Australia**
- 1600hrs – 1630hrs Overview of Summit
▶ **Dr. Haron Mwangi, Council Member, Public Relations Society of Kenya**
- 1630hrs – 1700hrs Tea Break
- 1700hrs – 1930hrs Members' Cocktail

DAY 2: THURSDAY, 14TH NOVEMBER 2019

- 0830hrs – 0845hrs Official opening session
▶ **Dr. Wilfred Marube, President, Public Relations Society of Kenya**
- 0845hrs – 0930hrs Keynote address
▶ **Cabinet Secretary, Ministry of Information Communication and Technology**
- 0930hrs – 1030hrs Public affairs and technology in the era of public participation
Panelists:
▶ **Dr. Ezekiel Mutua, MBS, Chief Executive Officer, Kenya Film Classification Board**
▶ **Zachary Chege Mwangi, Director General, Kenya National Bureau of Statistics**
- 1030hrs – 1110hrs Organizational listening: The missing half of communication for insights and engagement
▶ **Prof Jim Macnamara, Professor of Public Communication, University of Technology Sydney, Australia**
- 1110hrs – 1140hrs Tea Break + Photo Session
- 1140hrs - 1200hrs Crisis, ethics and leadership: Do we need an African model of crisis management?
▶ **Robyn de Villiers, Vice President, African Public Relations Association**
- 1200hrs – 1300hrs Challenges and opportunities in breaking down complex financial information for stakeholders
▶ **Keynote Speaker: Wallace Kantai, Head of Communications, Central Bank of Kenya**
Panelists:
▶ **Institute of Certified Public Accountants of Kenya**
▶ **The National Treasury**
▶ **Office of the Auditor General**
▶ **Office of the Controller of Budget**
- 1300hrs – 1400hrs Lunch Break
- 1400hrs – 1500hrs 21st century communication leadership skills
▶ **Keynote Speaker: Dr. Naim Bilal Yaseen, Managing Director, Kenya Broadcasting Corporation**
Panelists:
▶ **Kennedy Onyonyi, Fellow, Public Relations Society of Kenya**
▶ **Rozy Rana, District Director, Toastmasters International**
- 1500hrs – 1540hrs Changing audiences and dynamics in organizations and society
▶ **Dr. Nancy Njiraini, Academic, Consultant and Facilitator Corporate Communication & Marketing**
- 1540hrs – 1640hrs Digital media and technology in PR: Trends, opportunities and challenges
▶ **Prof Jim Macnamara, Professor of Public Communication, University of Technology Sydney, Australia**
- 1640hrs – 1700hrs Closure
▶ **Vivienne Atieno, Council Member, Public Relations Society of Kenya**
- 1700hrs – 1730hrs Tea Break

DAY 3: FRIDAY, 15TH NOVEMBER 2019

- 0815hrs – 0830hrs Welcome remarks
 ▶ **Lilian Nganda, Secretary, Public Relations Society of Kenya**
- 0830hrs – 0900hrs Public participation as a model of communication in enabling the Big 4 agenda
 ▶ **Keynote address: Prof. Kivutha Kibwana, Governor, Makueni County Government**
- 0900hrs – 1000hrs Public participation as a model of communication in enabling the Big 4 agenda
Panelists
 ▶ **Colonel (Rtd) Cyrus Oguna, Government Spokesperson, Ministry of Information, Communications and Technology**
 ▶ **Stephen K Kirogo, CBS, FPRSK, Chairperson, Public Service Commission**
 ▶ **Nelson Karanja, Communications Director, Trademark East Africa**
- 1000hrs – 1040hrs Impact of artificial intelligence on public relations
 ▶ **Kerry Sheehan, Fellow, Chartered Institute of Public Relations, Vice Chair, Chartered Institute of Public Relations (CIPR), Artificial Intelligence in PR Panel**
- 1040hrs – 1110hrs Tea Break
- 1120hrs – 1200hrs PR Regulation: To regulate or not to regulate
 ▶ **Mallam Mukhtar Zubairu Sirajo, President, Nigeria Institute of Public Relations**
- 1200hrs – 1300hrs Navigating the common communication space for different actors
Panelists
 ▶ **Okoth Obado, Chairman, Association of Public Relations and Communication Management Firms**
 ▶ **Churchill Otieno, President, Kenya Editors Guild**
 ▶ **David Omwoyo Omwoyo, Chief Executive Officer, Media Council of Kenya**
 ▶ **Erick Oduor, Secretary, Kenya Union of Journalists**
 ▶ **Kentice Tikolo, Managing Director, Impact Africa**
- 1300hrs – 1400hrs Lunch Break
- 1400hrs – 1500hrs Enhancing professional ethics in the digital era
Panelists:
 ▶ **Dr. Wilfred Marube, President, Public Relations Society of Kenya**
 ▶ **Sarah Kagingo, President, Public Relations Association of Uganda**
 ▶ **Loth Makuza, President, Public Relations Society of Tanzania**
 ▶ **Dr. Dalien Rene Benecke, President, Public Relations Institute of Southern Africa**
- 1500hrs – 1530hrs Rethinking public relations measurements methodology
 ▶ **Fred Otieno, Head of Research and Consulting, Reelforge Media Limited**
- 1530hrs – 1600hrs Why PR struggles to get a seat at the boardroom
 ▶ **Victor Sibeko, Chief Executive Officer, Public Relations Institute of Southern Africa**
- 1600hrs – 1615hrs Closing Remarks
 ▶ **Dr. Mbugua Njoroge, Vice President, Public Relations Society of Kenya**
- 1615hrs – 1630hrs Tea Break



PUBLIC RELATIONS SOCIETY
OF KENYA

SPEAKERS' PROFILES



**DISTINGUISHED
PROF. JIM MACNAMARA**

PhD, FAMI, CPM, FAMEC, FPRIA
Head of Discipline, Public Communication
School of Communication
University of Technology Sydney



ROBYN DE VILLIERS

Chairman and CEO: BCW Africa
(Burson Cohn & Wolfe)
Vice President, African Public Relations
Association (APRA)



COLONEL (RTD) CYRUS OGUNA

Government Spokesperson
Ministry of Information, Communications
and Technology



KERRY SHEEHAN

Fellow, Chartered Institute of Public Relations
Vice Chair, Chartered Institute of
Public Relations (CIPR)
Artificial Intelligence in PR Panel



KENNEDY ONYONYI, FPRSK, OGW

Public Relations, Communication
and Advocacy Expert



SARAH KAGINGO

M.D., Soft Power Communications
President, Public Relations Association
of Uganda (PRAU)



VICTOR SIBEKO CPRP, FPRISA

Amb-at-Large, M.nst. D
Chief Executive Officer (CEO)
Public Relations Institute of
Southern Africa (PRISA)



LOTH MAKUZA

Co-founder and President
Public Relations Society of
Tanzania (PRST)



MUKHTAR ZUBAIRU SIRAJO

President and Chairman
Governing Council
Nigerian Institute of
Public Relations, (NIPR)



DR. DALIEN RENE BENECKE

President
Public Relations Institute of
Southern Africa (PRISA)



PUBLIC RELATIONS SOCIETY
OF KENYA

SPEAKERS' PROFILES



DR. EZEKIEL MUTUA, MBS
Chief Executive Officer
Kenya Film Classification Board



DR. NANCY NJIRAINI
Academic, Consultant and Facilitator
Corporate Communication & Marketing



DAVID OMWOYO OMWOYO
Chief Executive Officer
Media Council of Kenya



DR. NAIM BILAL YASEEN
Managing Director
Kenya Broadcasting Corporation



CHURCHILL OTIENO
President
Kenya Editors Guild



ERICK ODUOR
Secretary General
Kenya Union of Journalists



STEPHEN K KIROGO, CBS, FPRSK
Chairperson
Public Service Commission



NELSON KARANJA
Communications Director
Trademark East Africa



ZACHARY CHEGE MWANGI
Director General
Kenya National Bureau of Statistics



WALLACE KANTAI
Assistant Director, Governor's Office
Head of Communications
Central Bank of Kenya



FRED OTIENO
Head of Research and Consulting
Reelforge Media Limited



ROZY RANA
District Director
Toastmasters International



KENTICE TIKOLO
Managing Director
Impact Africa



Building Brands

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