

## 5.0 PRSK 2021 Workshop Calendar

Date	Location	Duration	Course	Points	Your Investment (Kshs)
24 <sup>th</sup> – 26 <sup>th</sup> March 2021	Nairobi, (Kenya)	3 Days	Digital and Social Media Measurement Analytics Booking Link: <a href="https://bit.ly/2MnIbNz">https://bit.ly/2MnIbNz</a>	30	Member – 40,000.00 Non Member – 45,000.00
26 <sup>th</sup> – 30 <sup>th</sup> April 2021	Kisumu, (Kenya)	5 Days	Advanced Strategic Communications Planning Booking Link: <a href="https://bit.ly/3uqPdCB">https://bit.ly/3uqPdCB</a>	50	Member – 80,000.00 Non Member – 85,000.00
24 <sup>th</sup> – 28 <sup>th</sup> May, 2021	Mombasa, (Kenya)	5 days	C-Suite Seminar: Strategic Thinking and Corporate Planning Booking Link: <a href="https://bit.ly/37Lm7DX">https://bit.ly/37Lm7DX</a>	50	Member – 80,000.00 Non Member – 85,000.00
23 <sup>rd</sup> – 25 <sup>th</sup> June, 2021	Naivasha (Kenya)	3 days	Reputation Management: How to mitigate crisis and ensure your organization regains its powerful reputation <a href="https://bit.ly/3bA9pJz">https://bit.ly/3bA9pJz</a>	30	Member – 65,000.00 Non Member – 70,000.00
26 <sup>th</sup> – 30 <sup>st</sup> July, 2021	Kisumu, (Kenya)	5 Days	Project and Programme Management Communications <a href="https://bit.ly/37HYkVy">https://bit.ly/37HYkVy</a>	50	Member – 80,000.00 Non Member – 85,000.00
16 <sup>th</sup> – 20 <sup>th</sup> August, 2021	Nanyuki, (Kenya)	5 Days	Communication Fundamentals: Press Release, Speech Writing & Presentation Skills <a href="https://bit.ly/2Mu88eA">https://bit.ly/2Mu88eA</a>	50	Member – 80,000.00 Non Member – 85,000.00
20 <sup>th</sup> – 24 <sup>th</sup> September, 2021	Malaysia (Kuala Lumpur)	5 Days	Communication and Leadership <a href="https://bit.ly/3aTz68G">https://bit.ly/3aTz68G</a>	50	Member – 189,500.00 Non Member – 199,500.00
27 <sup>th</sup> – 29 <sup>th</sup> October, 2021	Naivasha, (Kenya)	3 Days	Strategic Public Affairs and Government Relations	30	Member – 60,000.00 Non Member – 65,000.00
8 <sup>th</sup> – 12 <sup>th</sup> November, 2021	Mombasa, (Kenya)	4 Days	2021 PRSK Annual Summit	30	Member – 65,000.00 Non Member – 70,000.00
19 <sup>th</sup> November, 2021	Nairobi, (Kenya)	1 Day	2021 PRSK Awards for Excellence & Annual Gala Dinner	5	Member – 5,000.00 Non Member – 7,000.00
29 <sup>th</sup> November – 3 <sup>rd</sup> December, 2021	Dubai, (United Arab Emirates)	5 Days	Executive Seminar on Public Policy Communication	50	Member – 137,550.00 Non Member – 150,000.00

## 6.0 PRSK Global Continuous Development Calendar 2021

### Masterclasses

Date	Location	Duration	Title	Your Investment
8 <sup>th</sup> April 2021	Nairobi, (Kenya)	1 Day	Creating Strategic PR Programs – Research, Planning, Implementation and Evaluation <a href="https://bit.ly/3pUP1rD">https://bit.ly/3pUP1rD</a>	Member – 10,000.00 Non Member – 15,000.00
6 <sup>th</sup> May 2021	Nairobi, (Kenya)	1 Day	Research Methods for Strategic Communications <a href="https://bit.ly/3pWK6q6">https://bit.ly/3pWK6q6</a>	Member – 10,000.00 Non Member – 15,000.00
10 <sup>th</sup> June 2021	Nairobi, (Kenya)	1 Day	Sustainability and Corporate Social Responsibility: Driving Business Value <a href="https://bit.ly/3spLvXR">https://bit.ly/3spLvXR</a>	Member – 10,000.00 Non Member – 15,000.00
8 <sup>th</sup> July 2021	Nairobi, (Kenya)	1 Day	Reputation Leadership <a href="https://bit.ly/3aWPzsZ">https://bit.ly/3aWPzsZ</a>	Member – 10,000.00 Non Member – 15,000.00
5 <sup>th</sup> August 2021	Nairobi, (Kenya)	1 Day	Knowledge Management and Communication <a href="https://bit.ly/3aPV50k">https://bit.ly/3aPV50k</a>	Member – 10,000.00 Non Member – 15,000.00
9 <sup>th</sup> September 2021	Nairobi, (Kenya)	1 Day	Storytelling: Creating and Communicating Compelling Narratives <a href="https://bit.ly/2P6yqUZ">https://bit.ly/2P6yqUZ</a>	Member – 10,000.00 Non Member – 15,000.00
7 <sup>th</sup> October 2021	Nairobi, (Kenya)	1 Day	Audience Analysis and Segmentation for Effective Messaging	Member – 10,000.00 Non Member – 15,000.00

### Bootcamps

Date	Location	Duration	Title	Points	Your Investment
30 <sup>th</sup> – 31 <sup>st</sup> March, 2021	Nairobi, (Kenya)	2 Days	Newswriting for PR Professionals <a href="https://bit.ly/3aS85Te">https://bit.ly/3aS85Te</a>	20	Member – 20,000.00 Non Member – 25,000.00

29 <sup>th</sup> - 30 <sup>th</sup> June, 2021	Nairobi, (Kenya)	2 Days	Strategy Development <a href="https://bit.ly/37GRm3d">https://bit.ly/37GRm3d</a>	20	Member – 20,000.00 Non Member – 25,000.00
30 <sup>th</sup> – 31 <sup>st</sup> August, 2021	Nairobi, (Kenya)	2 Days	Newsletter Production <a href="https://bit.ly/3dH34yB">https://bit.ly/3dH34yB</a>	20	Member – 20,000.00 Non Member – 25,000.00
29 <sup>th</sup> - 30 <sup>th</sup> September, 2020	Nairobi, (Kenya)	2 Days	Engaging Political Stakeholders	20	Member – 20,000.00 Non Member – 25,000.00

