



PUBLIC RELATIONS SOCIETY
OF KENYA

20TH ANNUAL PRSK SUMMIT 2025

CALL FOR PAPERS

**THEME: BEYOND WORDS:
AUTHENTIC COMMUNICATION
THAT SHAPES TOMORROW**

[#PRSKSummit2025](https://twitter.com/PRSKSummit2025)

Background

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 polarized 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 emphasizing 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 revaluation 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 to:

1. Explore the evolution of Public Relations in the era of intelligent technology.
2. Examine the intersection of ethics, innovation, and strategy in a rapidly transforming communication environment.
3. Deepen understanding of AI, data analytics, augmented reality, and other tools shaping modern PR practice.
4. Provide a platform to discuss PR's contribution to climate communication, SDG acceleration, and national development.
5. Inspire professionals to move from support roles to strategic leadership in the boardroom and in policy spaces.
6. Build capacity to leverage emerging trends while upholding professional standards and integrity.

Call for Conference Papers

You are invited to submit papers aligned to the following thematic areas:

01

Communication for Impact: Vision 2030, SDGs & AU Agenda 2063

- ▶ Communication for Development: PR's contribution to Kenya Vision 2030.
- ▶ From Global Goals to Local Impact: Driving SDG awareness and adoption.
- ▶ AU Agenda 2063: Africa's Story, Africa's Voice.
- ▶ Strategic Communication in Policy, Governance and Diplomacy.
- ▶ Citizen Engagement and Behavioral Change Communication for Social Good.
- ▶ Measuring Real Impact: From activities to evidence and accountability.

02

Authenticity and Trust in Modern Communication

- ▶ The Trust Imperative: Rebuilding confidence in institutions and brands.
- ▶ Authentic Narratives: Aligning words, actions and values.
- ▶ Communicating with Conscience: Truth, transparency and responsibility.
- ▶ Navigating Disinformation, Deepfakes and AI-driven content.

03

Artificial intelligence (AI), Technology, and the Future of Public Relations

- ▶ The evolving role of the PR professional amidst artificial intelligence (AI) and technology.
- ▶ The impact of real-time technology, real-time engagement, and Information dissemination.
- ▶ AI-powered analytics and research (Audience and trend analysis, enhanced media monitoring, and data-driven strategy).
- ▶ AI for content and campaign optimization (content creation support and campaign reporting and optimization).
- ▶ The Ethics of Artificial Intelligence.
- ▶ Global AI Ethics and Governance Observatory.
- ▶ Digital and Tech Strategies: AI, Authenticity and Convenience.

04

Future PR Leadership

- ▶ From Support to Strategy: Elevating PR to the C-Suite and boardroom.
- ▶ The Future Communicator: Skills and tools for the next decade.
- ▶ AI, Data and Analytics: Evidence-based communication for decision-making.
- ▶ Ethical and Inclusive Leadership in Communication.
- ▶ Mental Wellness and Resilience in the PR Profession.
- ▶ Personal Branding and Career Sustainability in a Global Marketplace.

Submission Categories

To encourage diversity of contributions, members may submit in the following formats:

- ▶ Research Papers (academics, thought leadership, policy-focused work).
- ▶ Case Studies (campaigns, lessons learned, corporate/government best practices).
- ▶ Workshops/Masterclasses (skills-based sessions).

Evaluation Criteria

Submissions will be evaluated based on:

- ▶ Relevance to the Summit theme/sub-theme. Originality and innovation.
- ▶ Practical contribution to PR practice or research.
- ▶ Clarity, structure and adherence to submission guidelines.

Submission Guidelines

To encourage diversity of contributions, members may submit in the following formats:

- ▶ Abstracts should be no more than 350 words, clearly outlining the purpose, relevance and contribution of the proposed paper.
- ▶ Submissions should indicate the relevant sub-theme under which the paper falls.
- ▶ All abstracts must be submitted in Word format via email to: **admin@prsk.co.ke** with the subject line: **PRSK Summit 2025 Abstract Submission.**
- ▶ Deadline for submission of abstracts: **Tuesday, 4th November 2025.**
- ▶ Notification of acceptance: **Wednesday, 12th November 2025.**
- ▶ Submission of full presentations (max 12 slides): **Wednesday, 19th November 2025.**

Speaker Benefits

Submissions will be evaluated based on:

- ▶ Authors of accepted papers will be invited to present at the Summit before an audience of 1,000+ delegates.
- ▶ Selected speakers will receive recognition certificates.
- ▶ Abstracts will be published in the PRSK Digest and other PRSK knowledge-sharing platforms.
- ▶ Accepted speakers will also enjoy a 50% discount on the Summit registration fees and media visibility through PRSK channels.



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For enquiries, please contact admin@prsk.co.ke