PUBLIC RELATIONS SOCIETY
OF KENYA

PRSK 2023 - 2024 CPD
TRAINING CALENDAR

Contents

1.0

Digital Public Relations
& Social Media Management

1.0 Digital Public Relations and Social Media Management

The digital world has completely transformed the PR and Communication practice in recent years. As the digital landscape continues to advance, social media has become a primary tools for organization to engage with their audiences who are more reliant on social media more than ever before and are now using multiple devices and channels to get information about organizations and who to trust. To succeed, communication professionals need to acquire new social and digital PR skills that will enable them to engage and influence their online publics.

These training courses will enhance participants working knowledge of digital and social media and they will acquire skills required to create impactful content for social media channels.

The Digital Public Relations and Social Media courses will equip participants with knowledge on how to build strong online authority, reputation and trust for your brand/organization using the right digital tools and insights. Participants will be equipped with best practices within digital content strategy, personas, digital storytelling, digital innovation and the measurement of digital communication.
learn how to create

By attending any of the three Digital Public Relations and Social Media Management Courses, even the most experienced professional will acquire new ideas or be reminded of things which they may have side-lined.

...Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics...

Digital Public Relations and Social Media Management Course Options

1. Social Media Management 101 – Basic/Early Career (0 to 5 Years)
2. Digital and Social Media Management, Metrics, Measurement and Analytics – Intermediate/Mid Career (6 to 10 Years)
3. Harnessing the Power of Social Media for Personal Branding – Advanced/Advanced Career (11 to 15 Years)

1.1 Social Media Management 101

» 1.1.1 Introduction

The overall objective of this training workshop is to take participants through an in-depth overview of the digital/social media platforms to enable them gain a thorough overview of the digital landscape against which PR and Communication operates.

The workshop has been specifically designed to provide participants with the tools, tactics and techniques they require to establish and manage their corporate online presence using Facebook, Twitter, Instagram, YouTube and LinkedIn.

It will provide best practice recommendations regarding developing engaging content as well as key guidelines and policies to use social media effectively. It will pay particular attention to scheduling and planning content, developing a social media plan, and practical tips regarding measurement and analysis of digital activity to enable participants validate their digital and social media communication efforts.

» 1.1.2 Course Content Highlights

- Introduction to the global and social media landscape
- Social media platforms (Twitter, Facebook, LinkedIn, Blogs, Instagram, You Tube, Tik Tok etc.)
- Content creation and curation
- Content planning and calendars
- Social media strategy
- Social media crisis communications and policies
- Future of social media

» 1.1.3 Learning Outcomes

By the end of the training workshop, participants will be able to:
- Gain an understanding of the different social media platforms
- Learn social media best practices
- Learn how to engage their audience via social media platforms
- Develop and implement a comprehensive social media plan/strategy
- Develop effective social media campaigns
- Social listening – analysis of user generated content, reviews and ratings
- Gain insights into how to use Google Analytics to measure and prove the value of PR and social media activity
- Establish campaign goals, KPIs and other important metrics to track

» 1.1.4 Training Methodology

The training workshop will combine lectures, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 1.1.5 Who Should Attend?

This is an entry level workshop designed for practitioners who oversee their organization's social media communications and want to strengthen their skills in the areas of social media management.

1.2 Digital and Social Media Management, Metrics, Measurement and Analytics

» 1.2.1 Introduction

The overall training objective of this training workshop is to enable participants' master the analysis and interpretation of data by understanding key metrics used in measuring digital and social media performance.

The workshop will focus on providing participants with knowledge and skills that will enable them to evaluate their organization's digital and social media efforts. It is designed to ensure that organizations are measuring the correct using the appropriate tools to provide actionable data/information to provide insights into decision making.

» 1.2.2 Course Content Highlights

- Digital marketing concepts and role of social media analytics
- Social media listening and monitoring
- Social media analytics
- Social media audit and paid social analytics
- Reporting and social media KPIs
- Fake news identification and verification

» 1.2.3 Learning Outcomes

By the end of the training workshop, participants will be able to:
- Understand the key areas of digital and social media performance
- Identify key metrics to measure different aspects of digital and social media
- Set realistic targets and benchmarks
- Select and use appropriate tools to measure performance
- Analyze and interpret the results of the data collected
- Set vital key measurement goals and metrics that show the value of their work

» 1.2.4 Training Methodology

The training workshop will combine lectures, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 1.2.5 Who Should Attend?

This is an intermediate level course designed for practitioners who oversee their organization's social media communications as well as implementing social media communications.

1.3 Harnessing the Power of Social Media for Organizational and Personal Branding

» 1.3.1 Introduction

LinkedIn is a social media powerhouse and a powerful tool for organizations to create a presence, establish a presence, build their reputation and grow their credibility. How can professionals go about harnessing the power of the world's largest B2B network both for their organizations, clients and themselves?

This training workshop will enhance participants knowledge on how they can get the most from LinkedIn and integrate it into their public relations strategy. Participants will be guided through understanding each and every aspect of the platform and take their effectiveness to the next level.

» 1.3.2 Course Content Highlights

- Discover the many ways LinkedIn is a powerful tool for PR
- LinkedIn for PR and personal branding
- Growing your presence on LinkedIn
- Creating a business presence on LinkedIn
- Leveraging on LinkedIn as a powerful PR tool
- LinkedIn as part your content marketing strategy
- LinkedIn content optimization for better results
- LinkedIn as a publishing and blogging platform
- LinkedIn advertising
- Best practices for managing a LinkedIn page

» 1.3.3 Learning Outcomes

By the end of the training workshop, participants will be able to understand:
- How advanced LinkedIn features can extend their reach and enhance their personal and organization's brand
- How to set objectives and optimize their personal and organization's LinkedIn presence
- How to gain more value from LinkedIn company pages
- Exploit paid, earned, shared and owned content on LinkedIn

1.3.4 Training Methodology

The training workshop will combine lectures, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 1.3.5 Who Should Attend?

This is an advanced level course designed for Designed for participants who already have a personal LinkedIn profile and wish to use the platform on behalf of their organizations/clients and want to understand how LinkedIn can be integrated into the wider communications strategy.

2.0

Media Relations

Management Courses

2.0 Media Relations Management Courses

Building solid relationships based with the media is a vital part of any communications strategy. Your message, brand and reputation hinge largely on how the public perceives you. The media whether traditional, digital or social is an important player in this. The courses are designed to help participants understand the media, its challenges and goals. Participants will develop strategies and skills for dealing with the media in a professional, responsible and fair manner. They will also provide practical insights into how journalists and news outlets use media for their work and public relations and communications professionals can engage with media.

> The course will employ a wide variety of proven adult learning techniques to ensure effective assimilation and retention of the information presented. The sessions will be highly interactive and learning will be facilitated using discussions, case studies and group and individual exercises.

Media Relations Management Course Options

1. Mastering Media Relations 101 - Basic/Early Career (0 to 5 Years)
2. Media Strategy and Management - Intermediate/Mid Career (6 to 10 Years)
3. Advanced Media Relations Skills - Advanced/Advanced Career (11 to 15 Years)

...focus on developing participants' competencies on understanding the media landscape, navigating through the media landscape and building solid relationships with media.

2.1 Mastering Media Relations 101

> ### 2.1.1 Introduction

The overall objective of this workshop is to equip participants with in-depth knowledge critical for mastering media relations.

The workshop will focus on developing participants' competencies on understanding the media landscape, navigating through the media landscape and building solid relationships with media. It will demonstrate how participants can work with media and how they can build effective long lasting relationships with journalists/media.

> ### 2.1.2 Course Content Highlights

- Media mapping: Understanding your media landscapes
- Principles of media relations
- How media works: Understanding the editorial process
- How to deal with media: Understanding media expectations
- Writing effective press releases

> ### 2.1.3 Learning Outcomes

By the end of the training workshop, participants will be able to:
- Understand current media realities/trends, challenges and expectations
- Know and understand the operations of different media
- Understand journalists and news organizations
- Understand how to network and nurturing solid relationships
- Craft a newsworthy story pitch
- Develop successful media handling skills

> ### 2.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

> ### 2.1.5 Who Should Attend?

This is an entry level course designed for entry level practitioners new to the role of media relations. The course will provide participants with knowledge and skills to build great relationships with media and develop their interpersonal skills on how to effectively manage media.

2.2 Media Strategy and Management

» 2.2.1 Introduction

The overall objective of this workshop is to equip participants with knowledge in media strategy and management. Participants will gain in-depth knowledge they need to effectively manage media by forming solid networks through strategic communication planning. This workshop is designed to provide practical and hands-on tools that will enhance participant's skillset in handling media.

This highly-interactive training seminar has been specifically designed to provide PR professionals the tools, tactics and techniques they require to help them avoid the pitfalls and exploit the incredible marketing opportunities associated with the effective use of social media.

Participants will walk away from this training with practical knowledge on best practices in using social media platforms to create strong on-line brand identities, improve sales/publicity effectiveness, and enable better customer loyalty and retention.

» 2.2.2 Course Content Highlights

- Master the art of pitching
- Message development and interviewing
- Developing a media relations plan/developing a media strategy
- The power of media partnerships
- Message development and media relations strategy

» 2.2.3 Learning Outcomes

By the end of the training workshop, participants will be able to:
- Gain an understanding of how to meet journalist's expectations while achieving your objectives
- Capability to handle contentious and sensitive issues

» 2.2.4 Training Methodology

This training seminar is highly-interactive and encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, and breakout sessions designed to reinforce new skills. The comprehensive training has been developed to be practical.

» 2.2.5 Who Should Attend?

This is an intermediate level course designed for learners who manage media relations as part of their wider PR responsibility.

2.3 Advanced Media Relations Skills

» 2.3.1 Introduction

The overall objective of this workshop is to develop participants' capabilities to tell and communicate their organization's story and become corporate advocates during media interviews. The workshop will focus on strategic engagement with journalists at a senior editorial level. This is a highly practical training workshop that will enable participants to become influential advocates for their organizations.

Participants will have the chance to learn key lessons and also put into practice techniques learnt through a range of simulated media interviews

» 2.3.2 Course Content Highlights

- Developing media relations skills and interview preparation
- Preparing for media interviews (print and broadcast)
- Preparing and supporting your spokesperson before and during media interviews
- Building authority in media relations
- Ethics in media relations
- Communicating with impact and authority

» 2.3.3 Learning Outcomes

By the end of the training workshop, participants will be able to:
- Understand how to engage strategically with media at an editorial level
- Build authority in media through thought leadership
- Navigate media ethics

» 2.3.4 Training Methodology

This training seminar is highly-interactive and encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, and breakout sessions designed to reinforce new skills. The comprehensive training has been developed to be practical.

» 2.3.5 Who Should Attend?

This is an advanced level course designed for professionals in senior roles, aspiring to learn how to confidently handle all kinds of media interactions and display leadership. The course is recommended for Senior Managers and Directors with existing experience of handling media and whose advancing career now requires them to engage at a more strategic level.

3.0
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Reputation & Crisis
Management Courses

3.0 Reputation and Crisis Management Courses

In today's world, reputations that took a lifetime to build can be gone in a moment, gaining knowledge on how to build, manage, defend and grow your organization's reputation is a critical function of any communicator's role. Participants will be taken through the elements necessary to master the concepts that underlie reputation. Beginning with the concepts that shape and inform modern reputation, the courses will explore how to take those concepts and turn them into actionable elements of reputation that are measurable and speak to your organization's core values. They will also learn distinctive ways to build a reputation based on what is right for their organizations.

The courses will examine reputation, establishing a reputation, building and enhancing a reputation, reputational leadership, withstanding challenges and importantly rebuilding reputation when needed.

The courses are designed for high performing aspiring leaders, managers and executives who seek to enhance their management skills in reputation management, learn how to lead reputation management efforts within their organizations and master crisis leadership and communication best practice.

...will examine reputation, establishing a reputation, building and enhancing a reputation, reputational leadership, withstanding challenges and importantly rebuilding.....

Reputation and Crisis Management Course Options

1. Reputation Management Strategies for Leadership - Advanced/Advanced Career (11 to 15 Years)
2. Crisis Leadership - Advanced/Advanced Career (11 to 15 Years)
3. Crisis and Issues Communication Management – Intermediate/Mid Career (6 to 10 Years)

3.1 Reputation Management Strategies for Leadership

» 3.1.1 Introduction

The training workshop aims to give participants an understanding of why reputation management matters and how they can build up a reputation as a trustworthy organization that communicates effectively with its stakeholders. Participants will gain in-depth knowledge on how to manage corporate reputation strategically in communication and stakeholder engagement. They will learn how to promote and defend their organization's reputation by taking a strategic approach to reputation and issues management. Participants will understand how actively managing reputation is part of a communicator's operational and communication functions. They will also be taken through strategies they can use to protect and enhance reputation. At the end of the seminar, participants will be ready to explore, create, grow and defend the reputations their organization needs to thrive.

» 3.1.2 Course Content Highlights

- Reputation management in the modern world
- Reputation, authenticity and ethics
- Creating a reputation strategy
- Communication strategies for reputation management
- Developing, protecting and measuring reputation
- Withstanding reputational challenges
- Strategic issues management

» 3.1.3 Learning Outcomes

By the end of this training workshop, participants will be able to:
- Recognize the importance reputation management to an organization
- Understand methods of building up a reputation as a trustworthy organization
- Understand how to align reputation to business goals and results
- Understand how to develop a reputation strategy as part of an overall communication strategy
- Plan and evaluation measures to safeguard their organization's reputation
- Master skills necessary to become champions for corporate reputation
- Understand how to grow reputation in meaningful ways

» 3.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 3.1.5 Who Should Attend?

This is an advanced level course designed for senior practitioners looking at building a strategic approach to reputation management for their organization.

3.2 Crisis Leadership

» 3.2.1 Introduction

The broad objective of this training workshop is to strengthen participant crisis leadership skills. Participants will be introduced to the concept of crisis leadership from an organizational perspective. They will explore what crisis leadership entails through case studies, group discussions, learning as they learn how to build leadership skills for managing crises more effectively.

» 3.2.2 Course Content Highlights

- Personal attributes for effective crisis leadership
- Strategies leadership can adopt to effectively manage crises

» 3.2.3 Learning Outcomes

By the end of the workshop, participants will be able to:
- Understand the role leadership plays in crafting and executing appropriate responses and preparing organizations in advance of a crisis
- Understand/gain skills leaders need for working decisively in the highly concentrated timeframe of an emergency, while maintaining focus on managing and motivating a team
- Understand critical coordination demands of large scale crises that engage multiple response organizations from many jurisdictions and levels of government

» 3.2.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 3.2.5 Who Should Attend?

This is an advanced level course designed for senior professionals who desire to learn more about leadership skills necessary in managing crises.

3.3 Crisis and Issues Communication Management

» 3.3.1 Introduction

This training workshop is designed to enhance participants develop an understanding of how they can manage and address issues and both prevent and address crises. It will lay emphasis on two areas: issues management and crisis communication. Participants will learn to identify the risks that face their organizations and how to prevent them from escalating into reputation threatening crises.

The workshop will take an engaging, hands-on-interactive approach filled with practical exercises and case studies that will guide participants through an experiential learning journey that will enable them to explore different strategies and frameworks on how to better prepare and manage crises by studying numerous scenarios of actual crisis situations.

» 3.3.2 Course Content Highlights

- New trends in reputation management
- Importance of perception, trust, credibility and achievement of organizational objectives
- Risk mapping: Mapping problematic issues and potential crises
- Media management in crisis communication
- Exploring the power of PR and legal collaboration during organizational crisis

» 3.3.3 Learning Outcomes

By the end of the workshop, participants will be able to:
- Conduct a reputational risk assessment and issues mapping process
- Establish your organization's readiness for crisis communication activities to mitigate reputational damage
- Identify and manage risk issues before they become crises
- Develop skills to anticipate, prepare, analyse, manage and respond to crises
- Assess reputation risk, minimize threats to reputation and vulnerability to damage to reputation
- Proactive communication in the management, prevention and resolution of issues and crises
- Protect and enhance organizational reputation through adversity
- Acquire indepth knowledge of the key aspects of strategic crisis management
- Develop and implement comprehensive crisis communication plans

» 3.3.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 3.3.5 Who Should Attend?

This is an intermediate level course for practitioners who wish to gain greater understanding of crisis communication and want to be challenged by realistic scenarios. It is recommended for all those involved in planning, preparing and responding to communication issues during a crisis.

4.0

CSI & Sustainability

Communications Courses

4.0 CSI and Sustainability Communications Courses

Stakeholders around the world expect more from organizations and sustainability and corporate social responsibility are inherent to the long-term reputation and success of organizations. By developing and implementing an effective sustainability and CSR strategy organizations are stating that they are operating in alignment with the global agenda to address some of the world's most pressing concerns.

CSI and Sustainability Communications Course Options

1. Corporate Social Investment 101 - Basic/Early Career (0 to 5 Years)
2. Developing an Effective CSI Communication Strategy - Intermediate/Mid Career (6 to 10 Years)
3. Corporate Sustainability Communication and Value Creation - Advanced/Advanced Career (11 to 15 Years)

These courses aims at bringing participants together to share and apply knowledge and skills to address the challenges faced by public sector organizations; and to develop the values and competencies that are the foundation of public service. They are suitable for high-performing aspiring leaders, supervisors, managers and executives who seek to enhance their leadership and management skills in both internal and external communications.

...providing an overview of CSI with a specific focus on, CSI principles and essentials, CSI approaches, how to integrate CSI into business operations and benefits of CSI.

4.1 Corporate Social Investment 101

» 4.1.1 Introduction

This training workshop will introduce participants to CSI, providing an overview of CSI with a specific focus on, CSI principles and essentials, CSI approaches, how to integrate CSI into business operations and benefits of CSI. Participants will enhance their aptitudes related with CSI and how they can add value to their organizations by engaging in CSI initiatives and programs.

The training workshop will conclude by showing participants how to understand their organization's position in relation to CSI. Participants will be required to choose a likely project which they would like to implement in their organizations.

» 4.1.2 Course Content Highlights

- Introduction and an overview of CSI
- CSI principles and essentials and current trends
- Importance of CSI to organizations and stakeholders in the modern day
- Different approaches to CSI
- Integrating CSI into business operations and benefits of embedding CSI into organ-ization culture
- Presenting a business plan for CSI initiatives
- Success stories of successful organizations that have adopted CSI

» 4.1.3 Learning Outcomes

By the end of the training workshop, participants will be able to:
- Gain a better understanding of the role of CSI
- Understand the different dimensions of CSI
- Build a strong case for CSI initiatives
- Understand how to communicate CSI initiatives

» 4.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 4.1.5 Who Should Attend?

This is an entry level course recommended for professionals interested in enhancing their knowledge and understanding of CSI and currently have CSI responsibilities or may anticipate such responsibilities in future.

4.2 Developing an Effective CSI Communication Strategy

» 4.2.1 Introduction

This training workshop aims to equip participants with in-depth knowledge on how they can develop effective CSI communication strategies that that deliver positive outcomes. Participants will also enhance their skills and knowledge on stakeholder engagement strategies including what they need to take into account when developing a communication strategy and how they can tackle key CSI project implementation challenges.

They will unpack practical case studies and learn how leading organizations have activated their stakeholders both internally and externally. They will be required to develop a communication strategy relevant to their organization based on these learnings.

» 4.2.2 Course Content Highlights

• Aligning CSI strategies with organizational goals and capabilities
• Practical approaches to designing an effective CSI communication strategy
• Cross sector collaboration
• Understand the positive communication of your CSI policy
• Implementing CSI programmes

» 4.2.3 Learning Outcomes

By the end of this training workshop, participants will be able to:
• Design and implement a CSI communication strategy for their organization
• Gain skillsets in stakeholder management techniques
• Provide hands on knowledge to lead and implement effective CSI initiatives
• Learn about new CSI approaches and how these help build a solid reputation

» 4.2.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 4.2.5 Who Should Attend?

This is an intermediate level course designed for participants with existing knowledge and experience in CSI. It is recommended for senior managers required/responsible for designing, managing and evaluating CSI strategies, campaigns and activities in their organizations.

4.3 Corporate Sustainability Communication and Value Creation

» 4.3.1 Introduction

The broad objective of this training workshop is to enhance participant skills and knowledge in sustainability communication. They will deepen their understanding of sustainability communication and therefore support their organizations to demonstrate positive impact to the society by effectively communicating their organization's social impact and performance.

The workshop will take an engaging, hands-on-interactive approach filled with practical exercises and case studies that will guide participants through an experiential learning journey that will enable them to explore different strategies and frameworks for sustainability communication.

» 4.3.2 Course Content Highlights

• The role of PR in advocating the relationship between organizations and sustainability
• Exploring the role of organizations in society and how PR can help shape communications strategy on the Environment, Social and Corporate Governance
• Understanding the concepts and tools employed in researching, interpreting and analyzing sustainability data to support organizations in meeting the SDG goals
• Theoretical frameworks for communicating sustainability
• Developing strategies for communicating sustainability
• Managing sustainability communication activities

» 4.3.3 Learning Outcomes

At the end of the workshop, participants will be able to:
• Define sustainability engagement to their internal and external audiences
• Evaluate the role of PR and Communication in advancing the corporate sustainability strategy
• Build alignment between ESG and communication outcomes
• Understand elements of a strategically focused ESG communications plan

» 4.3.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 4.3.5 Who Should Attend?

This is an advanced level course designed for senior practitioners wishing to develop their expertise in how sustainability can be integrated into strategic public relations planning and management. It is designed for senior practitioners who are responsible for communicating the sustainability agenda within their organizations and wish to enhance their knowledge in the area of sustainability communication.

5.0

Effective Writing
Skills for Public Relations

5.0 Effective Writing Skills for Public Relations

Writing is part and parcel of the PR profession therefore writing well is at the heart of effective communications. Good writing means finding the balance between form and content, structure and style. It means understanding your audience and tailoring written content to suit them.

These are training courses focusing on writing skills for PR professionals to help them deliver on different styles of writing. Participants will learn practical and creative tools for PR writing, topics include: press release writing, speech writing and specialized writing through practical hands on exercises.

Participants will gain knowledge on how to write effectively for different mediums and will be able to adapt their style to suit different audiences.

Effective Writing Skills for Public Relations Course Options

1. Communication Fundamentals: Press Release, Speech Writing, Presentation and Public Speaking Skills - Intermediate/Mid Career (6 to 10 Years)
2. Writing for Corporate Publications: Newsletters and Magazines - Intermediate/Mid Career (6 to 10 Years)

...Good writing means finding the balance between form and content, structure and style. It means understanding your audience and tailoring written content ...

5.1 Communication Fundamentals: Press Release, Speech Writing, Presentation and Public Speaking Skills

» 5.1.1 Introduction
This workshop is designed to develop and enhance the competency of participants to achieve excellence in written and spoken communication. Participants will be equipped with knowledge and practical skills to develop effective written documents from press releases, media advisories, speeches, position papers and also enhance their public speaking and presentation skills.

The workshop targets professionals who would like to refine their writing skills. Participants undertaking this course The workshop is designed for participants who would like to enhance and refine their writing skills.

» 5.1.2 Course Content Highlights

• Understanding new values and what makes a news story
• How to get journalists interested in your story
• Understanding what journalists and editors look for in news – hard and soft stories
• How to structure and write a press release: The intro and the inverted pyramid principle of news writing
• The art and craft of speech writing and speech delivery
• Press release writing and speech writing fundamentals
• Strategic communication behind position papers
• Professional public speaking and presentation skills

» 5.1.3 Learning Outcomes

By the end of the training workshop, participants will be able to:
• Understand fundamentals of good writing
• Develop the ability to write succinct and engaging content
• Develop the ability to identify suitable news stories and write press releases of interest to journalists
• Understand how to structure press releases that secure excellent coverage
• Understand how to put together compelling speeches that effectively communicate the message and better persuade their audience
• Sharpen their public speaking and presentation skills.

» 5.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 5.1.5 Who Should Attend?

The workshop targets practitioners who would like to refine their written and oral communication skills

5.2 Writing Internal Publications: Newsletters and Magazines

» 5.2.1 Introduction

This practical training workshop will equip participants with knowledge and skills on how to find the right content and write about it in an engaging, informative and stimulating way. The course will cover layout and design techniques to capture your readers' interest and hold their attention. This practical session will show participants how to produce interesting and engaging publications. Participants will become more confident and structured in their approach to carrying out research, identifying quality stories, selecting and editing content.

» 5.2.2 Course Content Highlights

- What makes a successful publication
- Finding good stories and selecting the right content
- Making 'dull' stories interesting and engaging
- Feature writing

» 5.2.3 Learning Outcomes

By the end of this training workshop, participants will be able to:
- Write copy that interests readers
- Write interesting articles and newsletters that will keep your audience engaged
- Adapt writing styles to suit readership
- Edit copy
- Design eye-catching and effective layouts

» 5.2.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 5.2.5 Who Should Attend?

This is a universal course designed for practitioners who have responsibility for internal communications.

6.0

Protocol, Event Planning
& Management

6.0 Protocol, Event Planning and Management

In today's business and diplomatic world, protocol has become a sophisticated and strategic asset. Protocol enables people of diverse backgrounds and social orientations to carry business in a friendly atmosphere and manage today's complex and cosmopolitan world with ease and finesse. Corporate events remain invaluable to organizations building brand reputation, successful and well managed events require good coordination in order to create a lasting and positive impression.

These training courses will provide participants with a comprehensive grounding in all basics of protocol, etiquette and event management. They will gain insights into the art of protocol, etiquette and event management allowing them to organize their own events.

Participants will learn how they can achieve corporate communication objectives through events and also enhance their skills and knowledge in mastering international protocol and etiquette and delivering effective, impactful events.

...succeed, communication professionals need to acquire new social and digital PR skills that will enable them to engage and influence their online publics.

Protocol, Event Planning and Management Course Options

1. Protocol and Etiquette Management - Intermediate/Mid Career (6 to 10 Years)
2. Event Planning and Management - Intermediate/Mid Career (6 to 10 Years)

6.1 Protocol and Etiquette Management

» 6.1.1 Introduction

This workshop is designed to provide participants with knowledge on how to apply business etiquette in various settings. It will address how to deal with diverse people in a business setting taking into account differences in culture and region Participants will learn the written and unwritten rules of official protocol and business etiquette.

» 6.1.2 Course Content Highlights

- Core concepts of protocol and etiquette management/ principles of business etiquette and protocol
- Cultural awareness
- Preparing and hosting VIP events
- Protocol and etiquette for VIPs

» 6.1.3 Learning Outcomes

By the end of the training workshop, participants will be able to:
- Understand the universal principles of protocol, etiquette, courtesy and manners
- Display cultural sensitivity across international dynamics
- Display appropriate international business etiquette in many contexts
- Prepare and host VIP events

» 6.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 6.1.5 Who Should Attend?

This is an intermediate level course relevant to anyone likely to have responsibility for the protocol and handling VIPs for their organization.

6.2 Event Planning and Management

» 6.2.1 Introduction

This course will provide participants with a comprehensive grounding in all the fundamentals of event management highlighting the role of events for your Public Relations and Communication strategy. Participants will be equipped with in-depth knowledge and practical skills on how to deliver corporate events that generate strategic reputational impact to their organizations. They will look at numerous case studies of actual events thereby gleaning valuable lessons and apply the learning to their own organizational contexts.

» 6.2.2 Course Content Highlights

• Significance of events for your PR and Communication strategy
• Risk and crisis management for events
• Diplomacy and lobbying
• Events management logistics
• Project management in events
• Media management for events
• Managing 3rd party suppliers
• Monitoring and evaluation after an event
• Event post analysis

» 6.2.3 Learning Outcomes

By the end of this training workshop, participants will be able to:
• Plan a programme of events to support and deliver the corporate strategy
• Understand the basics of project and project management and how to apply these skills to the planning and managing of events
• Design and implement all aspects of the event planning process including risk management
• Troubleshoot event plans to identify potential problem areas before they emerge
• Gain comprehensive knowledge of the operational and logistical management of events
• Understand the procurement process, contracting process and contracting management principles
• Manage media at their events

» 6.2.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 6.2.5 Who Should Attend?

This is an intermediate level course relevant to anyone likely to have responsibility for the delivery of events for their organization

7.0

Management
& Leadership

7.0 Management and Leadership

Being effective as a manager depends entirely on the results you can achieve, and while experience in the role creates a solid foundation, it is necessary to acquire the appropriate skills to achieve your potential.

The Management and Leadership courses will equip participants with the skills they need in managing staff performance, dealing with change, stakeholder engagement, reputation management, strategic planning, and in effective decision making.

Management and Leadership Course Options

1. Change Management and Cultural Dynamics
2. Stakeholder Analysis, Communication and Engagement
3. Communication Strategy Design and Development
4. Emotional Intelligence: Enhancing Management and Leadership Impact
5. Communication and Leadership
6. Finance for Non-Finance for PR Practitioners

...provide participants with skills and knowledge to implement and cope with change at all levels in the workplace.

7.1 Change Management and Cultural Dynamics

» **7.1.1 Introduction**

The overall objective of the workshop is to enable participants understand the impact of culture on an organization and any change initiatives. The course will provide participants with skills and knowledge to implement and cope with change at all levels in the workplace.

» **7.1.2 Course Content Highlights**

- Understanding culture and change management
- Creating a sustainable culture change
- Leadership culture during change management
- Understanding the change process
- Aligning change strategies with organizational goals
- Involvement and empowerment in the change process
- Dealing with resistance to change
- The change performance leader
- Communicating during change
- Monitoring and reviewing effectiveness of change and change strategies

» **7.1.3 Learning Outcomes**

By the end of the training workshop, participants will be able to:
- Analyze internal and external environmental factors to identify change requirements and opportunities
- Develop and implement change management strategies

» **7.1.4 Training Methodology**

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» **7.1.5 Who Should Attend?**

The workshop targets practitioners who would like to refine their written and oral communication skills.

7.2 Stakeholder Analysis, Communication and Engagement

» 7.2.1 Introduction

This training workshop will build on the core of stakeholder management enabling participants to develop an enhanced understanding of how effective stakeholder engagement relates to business strategy. Participants will build their competencies in the complete stakeholder framework including strategy, engagement, prioritization and mapping. They will also learn how to establish their engagement purpose and manage engagement expectations with stakeholders

Participants will develop the required competencies on how to effectively work with stakeholders in multidimensional capacities, strengthen stakeholder engagement and relationships, how to obtain stakeholder buy-in, align stakeholder requirements to organizational strategies and manage stakeholder expectations.

» 7.2.2 Course Content Highlights

- Understanding the concept of stake holding and its relevance to PR practice
- Essentials of stakeholder management
- Stakeholder identification and analysis
- Successful stakeholder engagement strategies
- Shifting stakeholders from supporters to advocates
- Developing and implementing a stakeholder engagement plan
- Measuring the impact of stakeholder engagement campaigns

» 7.2.3 Learning Outcomes

By the end of this training workshop, participants will be able to:
- Undertake comprehensive stakeholder mapping and analysis
- Establish rapport and develop mutual understanding with stakeholders
- Understand how to manage stakeholder expectations
- Determine your power or sphere of influence with stakeholder groups
- Build a pragmatic approach to stakeholder engagement
- Develop a stakeholder engagement strategy
- Apply best practices in stakeholder engagement and communication

» 7.2.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 7.2.5 Who Should Attend?

This is an advanced level course designed for senior managers who are responsible for engaging with stakeholder and developing stakeholder relationships. Participants will build their competencies in the complete stakeholder framework including strategy, engagement, prioritization and mapping.

7.3 Communication Strategy Design and Development

» 7.3.1 Introduction

The broad objective of this workshop is to provide participants with the knowledge necessary to enhance their strategic planning skills to a higher level.

Participants will advance their knowledge about the strategic communications planning process and will be equipped with more advanced strategic planning tools and methodologies to enable them undertake complex corporate strategic communications planning assignments. They will understand the processes needed to guide their teams through a detailed strategic communications planning process.

» 7.3.2 Course Content Highlights

- Strategic planning overview
- Communication strategy
- Stakeholder mapping
- Leading and facilitating the strategic planning process
- Strategic priorities, outcomes and performance indicators
- Leadership buy-in and commitment
- Managing the strategic communications plan review process

» 7.3.3 Learning Outcomes

At the end of the workshop, participants will be able to:
- Gain an understanding of the advanced strategic planning methodologies
- Carry out innovative situational and environmental scanning processes in order to assess and determine the critical communications issues to be managed and/or resolved through the strategic plan
- Review, refine and incorporate the organizational vision, mission, values and strategic outcomes in the strategic planning process and outcomes
- Design, lead and facilitate an organization wide strategic communications planning process and successfully execute the strategic plan
- Determine the strategic communication priorities and outcomes that will both anchor and drive the strategic plan
- Secure high level buy-in and commitment for the communications strategy and implementation plan
- Manage the strategic communications review process

» 7.3.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 7.3.5 Who Should Attend?

The workshop targets senior practitioners responsible for leading their teams in the delivery of strategic communication programmes. Participants undertaking this course already understand the steps and processes necessary to develop a comprehensive strategic communications plan.

7.4 Emotional Intelligence: Enhancing Management and Leadership Impact

» 7.4.1 Introduction

Effective leadership is more than just effective management; it requires strong leadership skills. A good leader offers direction to people, gets them to share their vision for the organization and aims to create conditions for them to achieve great results. This program has been designed to enable participants develop and enhance their ability to lead teams and get exceptional results through people. Their leadership skills will make quantum leap to the next level of performance, productivity and effectiveness. Participants will master the skills and knowledge that will take their leadership skills to the next level and also maximize their leadership potential.

The program is designed to equip participants with the experiences and thinking needed to become exceptional leaders.

» 7.4.2 Course Content Highlights

• Leadership and personal effectiveness
• Core leadership competencies
• Leadership self-awareness and emotional intelligence
• Analyse different leadership styles to understand your preferred leadership style
• Conflict resolution and management

» 7.4.3 Learning Outcomes

At the end of the workshop, participants will be able to:
• Develop awareness of their purpose, values, and vision and recognize how that knowledge can strengthen their leadership presence while influencing others.
• Understand leadership from a new and higher perspective
• Develop a better appreciation of their leadership strengths, underlying assumptions and motivations, and opportunities for growth and development.
• Develop mindful leadership skills to enhance their decision-making ability, focus, clarity, and compassion in the workplace.
• Strengthen their ability to identify and manage emotional reactions in themselves and others in order to communicate with greater authenticity and effectiveness.

• Learn how to lead with emotional intelligence, develop leadership self-awareness and become more people smart
• Manage conflict in teams and engage in effective team problem solving

» 7.4.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 7.4.5 Who Should Attend?

This program is designed for senior leadership in Corporate Communications, Public and Development Communications. The workshop will provide a platform for Senior PR and Communications Managers to further their knowledge and skills in navigating the leadership landscape. It will help deepen their leadership skills in areas of problem solving, decision making, communication, team motivation and team building.

7.5 Communication and Leadership

» 7.5.1 Introduction

The training seminar will focus on developing participants' capabilities in building their communication capacity at all levels – interpersonal and organizational - to become communicators who can resonate with all audiences. The seminar will highlight and amplify communication strategies and leadership tools required for effective workplace collaboration.
Participants will gain practical insights on how to refine their leadership communication style, gain an understanding of the relationship between influential leadership and performance results while at the same time discovering more about themselves and how their behaviour influences others.

» 7.5.2 Course Content Highlights

• Effective communication and interpersonal skills
• Understanding the nexus between leadership and communication skills
• Advanced communication skills
• Communication strategies for effective leadership
• Leading organizational communication
• Transformational leadership

» 7.5.3 Learning Outcomes

At the end of the workshop, participants will be able to:
• Build an understanding of their own personality and consider their interactions with other personality types.
• Apply leadership and communication techniques to drive value and become more powerful as leaders Strengthen and enhance their communication and leadership skills.
• Inspire their teams to reach and strive for greater performance. Identify motivational traits of teams you lead and methods of increasing their levels of motivation
• Develop a better appreciation of their leadership strengths, underlying assumptions and motivations, and opportunities for growth and development.
• Strengthen their ability to identify and manage emotional reactions in themselves and others in order to communicate with greater authenticity and effectiveness.
• Learn how to lead with emotional intelligence, develop leadership self-awareness and become more people smart.

» 7.5.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

» 7.5.5 Who Should Attend?

• Board of Directors
• Chief Executive Officers
• Heads of Departments
• Corporate Communications Managers
• All Management Professionals

8.0

PRSK 2023 - 2024 CPD

Training Calendar

8.0 PRSK 2023-2024 Training Calendar

» 8.1.1 **2023 Training Calendar**

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
3rd – 4th April, 2023	Nairobi (Kenya)	2 Days	Harnessing the Power of Technology in PR	20	All	A	Member – 15,000.00 Non Member – 25,000.00
5th – 6th April, 2023	Nairobi (Kenya)	2 Days	Climbing the PR and Communication Career Ladder	20	Early Career (0 to 5 Years)	EC	Member – 15,000.00 Non Member – 25,000.00
5th – 6th April, 2023	Nairobi (Kenya)	2 Days	Finance for Non-Finance Managers	20	Mid Career (6 to 10 Years) / Advanced Career (11 to 20 Years)	MC AC	Member – 15,000.00 Non Member – 25,000.00
12th – 13th April, 2023	Nairobi (Kenya)	2 Days	PR Measurement and Analytics	20	Mid Career (6 to 10 Years) / Advanced Career (11 to 20 Years)	MC AC	Member – 15,000.00 Non Member – 25,000.00
12th – 13th April, 2023	Nairobi (Kenya)	2 Days	Effective Internal Communications	20	Early Career (0 to 5 Years)	EC	Member – 15,000.00 Non Member – 25,000.00
17th – 21st April, 2023	Kisumu (Kenya)	5 Days	Social Media Management 101	50	Early Career (0 to 5 Years)	EC	Member – 80,000.00 Non Member – 85,000.00
24th – 29th April, 2023	Nakuru (Kenya)	5 Days	Digital and Social Media Management, Metrics, Measurement and Analytics	50	Mid Career (5 to 10 Years)	MC	Member – 80,000.00 Non Member – 85,000.00
26th – 28th April, 2023	Naivasha (Kenya)	3 Days	Mastering Media Relations 101	30	Early Career (0 to 5 Years)	EC	Member – 65,000.00 Non Member – 70,000.00
2nd – 5th May, 2023	Kisumu (Kenya)	5 Days	Emotional Intelligence: Enhancing Management and Leadership Impact	50	Advanced Career (11 to 20 Years)	AC	Member – 80,000.00 Non Member – 85,000.00
3rd – 5th May, 2023	Nakuru (Kenya)	3 Days	Media Strategy and Management	30	Mid Career (5 to 10 Years)	MC	Member – 65,000.00 Non Member – 70,000.00
15th – 19th May, 2023	Mombasa (Kenya)	5 Days	Crisis and Issues Communication Management	50	Mid Career (5 to 10 Years)	MC	Member – 80,000.00 Non Member – 85,000.00

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
5th – 9th June, 2023	Nakuru (Kenya)	5 Days	Customer Service Communication Skills	50	Early Career (0 to 5 Years)	EC	Member – 80,000.00 Non Member – 85,000.00
7th – 9th June, 2023	Naivasha (Kenya)	3 Days	Reputation Management Strategies for Leadership	30	Advanced Career (11 to 20 Years)	AC	Member – 35,000.00 Non Member – 45,000.00
12th – 13th June, 2023	Nairobi (Kenya)	3 Days	Advanced Media Relations Skills	30	Advanced Career (11 to 20 Years)	AC	Member – 65,000.00 Non Member – 70,000.00
15th – 16th June, 2023	Nairobi (Kenya)	2 Days	Data Analytics for Strategic Communication	20	Mid Career (6 to 10 Years) / Advanced Career (11 to 20 Years)	MC AC	Member – 15,000.00 Non Member – 25,000.00
19th – 24th June, 2023	Kuala Lumpur (Malaysia)	6 Days	C-Suite Seminar: Strategic Thinking and Corporate Planning	50	Mid Career (6 to 10 Years) / Advanced Career (11 to 20 Years)	MC AC	Member – 150,000.00 Non Member – 160,000.00
26th – 28th June, 2023	Nairobi (Kenya)	3 Days	Corporate Social Investment 101	30	Early Career (0 to 5 Years)	EC	Member – 35,000.00 Non Member – 45,000.00
5th – 7th July, 2023	Nakuru (Kenya)	3 Days	Developing and Effective CSI Communication Strategy	30	Mid Career (5 to 10 Years)	MC	Member – 35,000.00 Non Member – 45,000.00
12th – 14th July, 2023	Naivasha (Kenya)	3 Days	Corporate Sustainability Communication and Value Creation	30	Advanced Career (11 to 20 Years)	AC	Member – 35,000.00 Non Member – 45,000.00
17th – 21st July, 2023	Nakuru (Kenya)	5 Days	Harnessing the Power of Social Media for Personal Branding	50	Advanced Career (11 to 20 Years)	AC	Member – 80,000.00 Non Member – 85,000.00
20th – 21st July, 2023	Nairobi (Kenya)	2 Days	Combating Fake News, Disinformation and Misinformation	20	Mid Career (6 to 10 Years) / Advanced Career (11 to 20 Years)	MC AC	Member – 15,000.00 Non Member – 25,000.00
24th – 28th July, 2023	Mombasa (Kenya)	5 Days	Communication Fundamentals: Press Release, Speech Writing, Presentation and Public Speaking Skills	50	All	A	Member – 80,000.00 Non Member – 85,000.00
2nd – 4th August, 2023	Nakuru (Kenya)	3 Days	Writing for Corporate Publications: Newsletters and Magazines	30	All	A	Member – 35,000.00 Non Member – 45,000.00
16th – 18th August, 2023	Nakuru (Kenya)	3 Days	Stakeholder Analysis Communication and Engagement	30	Advanced Career (11 to 20 Years)	AC	Member – 35,000.00 Non Member – 45,000.00
21st – 25th August, 2023	Kampala (Uganda)	5 Days	Protocol and Etiquette Management	50	All	A	Member – 65,000.00 Non Member – 70,000.00
28th August – 1st September, 2023	Kisumu (Kenya)	5 Days	Event Planning and Management	50	All	A	Member – 80,000.00 Non Member – 85,000.00

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
11th – 15th September, 2023	Mombasa (Kenya)	3 Days	Communication Strategy Design and Development	30	Advanced Career (11 to 20 Years)	AC	Member – 65,000.00 Non Member – 70,000.00
25th – 30th September, 2023	Washington D.C. (USA)	6 Days	Communication and Leadership	50	C-Suite	C	TBA
23rd – 27th October, 2023	TBA, (Kenya)	5 Days	2023 PRSK Annual Summit	50	All	A	Member – 80,000.00 Non Member – 85,000.00
25th November, 2023	Nairobi (Kenya)	1 Day	PRSK Awards for Excellence & Annual Gala Dinner	5	All	A	Member – 5,000.00 Non Member – 7,000.00
4th – 9th December, 2023	Dubai (UAE)	6 Days	PRSK Executive Seminar on Public Policy Communication	50	Mid Career (6 to 10 Years) Advanced Career (11 to 20 Years)	MC AC	Member – 150,000.00 Non Member – 160,000.00

Webinars							
Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
29th March, 2023	Microsoft Teams	1 Hour	Audience Analysis and Segmentation for Effective Messaging	1	All	A	Free
11th April, 2023	Microsoft Teams	1 Hour	Content Marketing: Creating Compelling Content for PR	1	All	A	Free
12th April, 2023	Microsoft Teams	1 Hour	Exploring the Power of PR and Legal Collaboration	1	All	A	Free
17th May, 2023	Microsoft Teams	1 Hour	Crafting Messages and Framing Narratives	1	All	A	Free
14th June, 2023	Microsoft Teams	1 Hour	Shifting from Internal Communication to Employee Engagement	1	All	A	Free
11th July, 2023	Microsoft Teams	1 Hour	Knowledge Management and Communications	1	All	A	Free
9th August, 2023	Microsoft Teams	1 Hour	Storytelling for Public Relations	1	All	A	Free
20th September, 2023	Microsoft Teams	1 Hour	Reputation Leadership	1	All	A	Free

EC Early Career   **MC** Mid Career   **AC** Advanced Career   **A** All   **C** C-Suite

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
8th – 9th February, 2024	Nairobi (Kenya)	2 Days	PR Measurement and Analytics	20	Mid Career (6 to 10 Years)	MC	Member – 15,000.00
					Advanced Career (11 to 20 Years)	AC	Non Member – 25,000.00
19th – 23rd February, 2024	Kisumu (Kenya)	5 Days	Social Media Management 101	50	Early Career (0 to 5 Years)	EC	Member – 80,000.00 Non Member – 85,000.00
28th – 29th February, 2024	Nairobi (Kenya)	2 Days	Harnessing the Power of Technology in PR	20	All	A	Member – 15,000.00 Non Member – 25,000.00
11th – 15th March, 2024	Nakuru (Kenya)	5 Days	Digital and Social Media Management, Metrics, Measurement and Analytics	50	Mid Career (5 to 10 Years)	MC	Member – 80,000.00 Non Member – 85,000.00
21st – 22nd March, 2024	Nairobi (Kenya)	2 Days	Climbing the PR and Communication Career Ladder	20	Early Career (0 to 5 Years)	EC	Member – 15,000.00 Non Member – 25,000.00
25th – 29th March, 2024	Nakuru (Kenya)	5 Days	Harnessing the Power of Social Media for Personal Branding	50	Advanced Career (11 to 20 Years)	AC	Member – 80,000.00 Non Member – 85,000.00
10th – 12th April, 2024	Naivasha (Kenya)	3 Days	Mastering Media Relations 101	30	Early Career (0 to 5 Years	EC	Member – 65,000.00 Non Member – 70,000.00
17th – 19th April, 2024	Nakuru (Kenya)	3 Days	Media Strategy and Management	30	Mid Career (5 to 10 Years)	MC	Member – 65,000.00 Non Member – 70,000.00
22nd – 27th April, 2024	Kuala Lumpur (Malaysia)	6 Days	C-Suite Seminar: Strategic Thinking and Corporate Planning	50	Mid Career (6 to 10 Years)	MC	Member – 150,000.00
					Advanced Career (11 to 20 Years)	AC	Non Member – 160,000.00
8th – 10th May, 2024	Nairobi (Kenya)	3 Days	Advanced Media Relations Skills	30	Advanced Career (11 to 20 Years)	AC	Member – 65,000.00 Non Member – 70,000.00
13th – 14th May, 2024	Nairobi (Kenya)	2 Days	Effective Internal Communications	20	Early Career (0 to 5 Years)	EC	Member – 15,000.00 Non Member – 25,000.00
13th – 14th May, 2024	Nairobi (Kenya)	2 Days	Finance for Non-Finance Managers	20	Mid Career (6 to 10 Years)	MC	Member – 15,000.00
					Advanced Career (11 to 20 Years)	AC	Non Member – 25,000.00
20th – 24th May 2024	Kisumu (Kenya)	5 Days	Emotional Intelligence: Enhancing Management and Leadership Impact	50	Advanced Career (11 to 20 Years)	AC	Member – 80,000.00 Non Member – 85,000.00

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
3rd – 7th June, 2024	Mombasa (Kenya)	5 Days	Crisis and Issues Communication Management	50	Mid Career (5 to 10 Years)	MC	Member – 80,000.00 Non Member – 85,000.00
13th – 14th June, 2024	Nairobi (Kenya)	5 Days	Data Analytics for Strategic Communication	20	Mid Career (6 to 10 Years)	MC	Member – 15,000.00
					Advanced Career (11 to 20 Years)	AC	Non Member – 25,000.00
17th – 21st June, 2024	Nakuru (Kenya)	5 Days	Customer Service Communication Skills	50	Early Career (0 to 5 Years)	EC	Member – 80,000.00 Non Member – 85,000.00
26th – 28th June, 2024	Naivasha (Kenya)	3 Days	Reputation Management Strategies for Leadership	30	Advanced Career (11 to 20 Years)	AC	Member – 35,000.00 Non Member – 45,000.00
2th – 4th July, 2024	Nairobi (Kenya)	3 Days	Corporate Social Investment 101	30	Early Career (0 to 5 Years)	EC	Member – 35,000.00 Non Member – 45,000.00
8th – 10th July, 2024	Nakuru (Kenya)	3 Days	Developing and Effective CSI Communication Strategy	30	Mid Career (5 to 10 Years)	MC	Member – 35,000.00 Non Member – 45,000.00
17th – 19th July, 2024	Naivasha (Kenya)	3 Days	Corporate Sustainability Communication and Value Creation	30	Advanced Career (11 to 20 Years)	AC	Member – 35,000.00 Non Member – 45,000.00
25th – 26th July, 2024	Nairobi (Kenya)	2 Days	Combating Fake News, Disinformation and Misinformation	20	Mid Career (6 to 10 Years)	MC	Member – 15,000.00
					Advanced Career (11 to 20 Years)	AC	Non Member – 25,000.00
29th July – 2nd August, 2024	Mombasa (Kenya)	5 Days	Communication Fundamentals: Press Release, Speech Writing, Presentation and Public Speaking Skills	50	All	A	Member – 80,000.00 Non Member – 85,000.00
7th – 9th August, 2024	Nakuru (Kenya)	3 Days	Writing for Corporate Publications: Newsletters and Magazines	30	All	A	Member – 35,000.00 Non Member – 45,000.00
14th – 16th August, 2024	Nakuru (Kenya)	3 Days	Stakeholder Analysis Communication and Engagement	30	Advanced Career (11 to 20 Years)	AC	Member – 35,000.00 Non Member – 45,000.00
26th – 30th August, 2024	Kampala (Uganda)	5 Days	Protocol and Etiquette Management	50	All	A	Member – 65,000.00 Non Member – 70,000.00
2nd – 6th September, 2024	Kisumu (Kenya)	5 Days	Event Planning and Management	50	All	A	Member – 80,000.00 Non Member – 85,000.00
11th – 13th September, 2024	Mombasa (Kenya)	3 Days	Communication Strategy Design and Development	30	Advanced Career (11 to 20 Years)	AC	Member – 65,000.00 Non Member – 70,000.00
23rd – 28th September, 2024	Washington D.C. (USA)	6 Days	Communication and Leadership	50	C-Suite	C	TBA
11th – 15th November, 2024	TBA, (Kenya)	5 Days	2024 PRSK Annual Summit	50	All	A	Member – 80,000.00 Non Member – 85,000.00

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
22nd November, 2024	Nairobi (Kenya)	1 Day	PRSK Awards for Excellence & Annual Gala Dinner	5	All	**A**	Member – 5,000.00 Non Member – 7,000.00
2nd – 7th December, 2024	Dubai (UAE)	6 Days	PRSK Executive Seminar on Public Policy Communication	50	Mid Career (6 to 10 Years) Advanced Career (11 to 20 Years)	**MC** **AC**	Member – 150,000.00 Non Member – 160,000.00

Webinars

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
6th February, 2024	Microsoft Teams	1 Hour	Audience Analysis and Segmentation for Effective Messaging	1	All	**A**	Free
6th March, 2024	Microsoft Teams	1 Hour	Content Marketing: Creating Compelling Content for PR	1	All	**A**	Free
3rd April, 2024	Microsoft Teams	1 Hour	Exploring the Power of PR and Legal Collaboration	1	All	**A**	Free
8th May, 2024	Microsoft Teams	1 Hour	Crafting Messages and Framing Narratives	1	All	**A**	Free
5th June, 2024	Microsoft Teams	1 Hour	Shifting from Internal Communication to Employee Engagement	1	All	**A**	Free
3rd July, 2024	Microsoft Teams	1 Hour	Knowledge Management and Communications	1	All	**A**	Free
6th August, 2024	Microsoft Teams	1 Hour	Storytelling for Public Relations	1	All	**A**	Free
4th September, 2024	Microsoft Teams	1 Hour	Reputation Leadership	1	All	**A**	Free

EC Early Career   **MC** Mid Career   **AC** Advanced Career   **A** All   **C** C-Suite

Calculate

your CPD Points

9.0 Calculate your CPD Points

9.1 Mode of Delivery

The PRSK workshops range from introductory through intermediate to advanced level. In addition to the workshops that PRSK will offer, customised in-house courses will be offered on request to meet specific organisational needs.

» 9.2.1 Basic/Early Career

The courses have been developed with new entrants to PR or non-PR practitioners with some responsibility for Public Relations in mind. The practitioners may also hold academic credentials in related studies with minimal Public Relations experience thus requiring basic communication skills and an understanding of how the PR industry in general operates.

» 9.2.2 Intermediate/Mid Career

Intermediate courses targets practitioners with good grounding in PR and Communications looking to sharpen their skills set as part of career progression. The practitioner is likely to have over five years PR experience; working at In-House PR or Consultancy. The practitioner may have a Public Relations qualification with some work experience and has attended an Intermediate core PR Skills CPD workshop.

» 9.2.3 Advanced

Advanced courses are for senior practitioners seeking to improve efficiency and PR management skills. The practitioner understands the importance of communication management as a strategic management function and has a wide range of skills but needs to enhance knowledge and understanding of industry issues. The practitioner has also attended an advanced core PR Skills CPD workshop.

Courses with a specialised and/or personal development mention are aimed at all levels of practitioners and cover a broad range of special interest subjects. The course is topic specific and deemed relevant to public relations and communication management professionals. These courses investigate specific issues of practices facing organisations and/or the practitioner today.

...A 50% fee of cost value will be surcharged to delegates who fail to attend activities to which they have made reservations.

» 9.2.4 Disclosure

• PRSK reserves the right to cancel and/or postpone a workshop before the published date and in this respect will offer transfer to another programme.
• Cost value does not include travel and accommodation.
• A 50% fee of cost value will be surcharged to delegates who fail to attend activities to which they have made reservations.
• Cancellations must be received in writing 7 days before the activities due date.
• All request and/or queries should be made in writing to admin@prsk.co.ke

9.2 Your CPD Points

Keep in mind that you need 60 CPD points for 2023.

Email: admin@prsk.co.ke
Tel: +254-20-2626215/7
Website: www.prsk.co.ke

PUBLIC RELATIONS SOCIETY
OF KENYA

For registration or further information please contact:
Public Relations Society of Kenya
P.O. Box 43098-00100
Nairobi, Kenya
Email: admin@prsk.co.ke
Tel: +254-20-2626215/7
Website: www.prsk.co.ke