



PUBLIC RELATIONS SOCIETY
OF KENYA



#TeamPR! Thank you for the
Opportunity to Serve You





My Dear Professional Colleagues,

All good things must come to an end as it is widely alleged. Allow me to thank you most sincerely for giving me an opportunity to serve you as President, a humbling experience and truly a highlight of my career. When I took over the mantle from Ms. Jane Gitau in 2018, I realised that we needed to define a clear roadmap for our assignment. Subsequently, we developed a strategic plan that has kept us moving for the past three years. The plan outlined four strategic objectives for the Council and I am super proud of the progress we made so far. I would like to salute all Council members for their dedication and support under my leadership.

Here are some of the things we achieved together:

Membership Growth and Value

I am happy to report that over the years, we have made excellent progress in the area of member mobilisation and engagement. We have been able to grow not just in numbers, but in the demonstration of value. With your support, the Membership & Professional Development Committee (MPDC) has continuously worked to create a range of innovative products and programmes. We also hosted a variety of networking events dubbed



#PRConnects, spanning topics from different aspects of our trade. Our engagement with students also grew through the PRSK@360 events and the Bootcamp. Thank you for being a part of these and for growing the #TeamPR community with me.

I am sure that with the guidance of the Incoming President, Mr Arik Karani, they will continue to deliver on their mandate.

Governance and Secretariat Growth

In 2021, we invested heavily in Governance and the growth of our Secretariat. Aside from establishing clear Governance structures through the leadership of our Governance and Integrity Committee, our Audit Committee also develop a number of critical policies to guide the Secretariat. Our biggest achievement was the recruitment of our 1st ever CEO, Ms Sylvia Mwichuli.

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Special thanks to the Editorial Board for its commitment and dedication to delivering quality publications every quarter. ”



This move was aimed at strengthening the Secretariat and making it more impactful. I thank the Council for the bold decision they made to bring a CEO on board. I ask you to accord her amazing team the support they need to grow our Society.

IPRAC Bill and Policy

This is one of the projects that was close to my heart and while I am alive to the fact that the Bill is yet to be passed, I am indebted to the Council and Taskforce that took time to develop this important document. Your support and input as members breathed life into this challenging process. Thank you for taking time to attend the consultative fora when called upon. A special thank you to our members who work in Parliament led by Mr Japhet Muthomi for assisting us to move this agenda forward. The new team has its work cut out for them and I have no doubt that the incoming President shares this vision with us and will work to deliver on the Bill by Q1 of 2023.

PRSK Certification Programme

When we started this process, it seemed over-ambitious and honestly, quite scary. I couldn't be prouder when we finally launched the program during the last Summit. Prof Murej's team outdid itself and delivered a world class curriculum that I have no doubt will be well received by you, our members. I know I will be among the first students to enrol for the course and I look forward to seeing you in class as well. We are hoping to roll out the first intake for this programme in September this year. Let us grow our knowledge base together.

Partnerships and Resource Mobilisation

The Resource Mobilisation and Partnerships Committee has managed to bring on board several strategic partners, both local and international. I know the Council will continue to build on the current efforts.

I am particularly excited with the growth of the partnership with Media Council of Kenya. I wish to sincerely thank the CEO, Mr. David Omwoyo, for supporting our journey. I wish the secretariat well in their fundraising efforts.

Digitalisation efforts

During my tenure, we managed to revamp our website and digital platforms as well as launch the Membership Management System to improve member experience. As is with every system, improvements are inevitable and I am confident that the new team will look into integrating the system with members' needs. I hope the new leadership will continue making investments in the ICT space.

Professional Growth and Publications

This was my core focus as your President and I was deliberate in ensuring that we deliver a CPD programme that spoke to your needs as members. Thank you for your support in ensuring the success of the CPD programme. I sincerely appreciate the fact that you turned up in large numbers to attend the workshops. Your feedback from the workshops was deeply appreciated and helped the MPDC to continually improve our product offering.

During my tenure we launched a new industry publication, PR Digest, and the support has been immense! Special thanks to the Editorial Board for its commitment and dedication to delivering quality publications every quarter.



State of PR Report

I was super-excited when we released the State of the PR Industry Report in 2019, building up to the research conducted by Ms Kentice Tikolo in 2011. I am grateful to TIFA for partnering with us on this important project. I know the 2021/2 Report is in the pipeline and I look forward to that as well.

Members, I know we have achieved much more together but as I exit, I thought it was important to highlight just a few achievements. None of this would have been possible without the support from the Council, Secretariat and most importantly, you, our members. Thank you for committing your time and talents to our Society and for tirelessly working to keep us on track.

As Mr. Karani takes over the leadership of the Council, I am extremely confident that he will steer our Society to greater heights. I will be available to offer him and the Council my support during this transition period.

It has truly been a true pleasure serving you. *Asante sana* and goodbye!

W. Marube

Dr Wilfred Marube, MPRSK
Immediate Past President, Public Relations Society of Kenya

