



3rd January 2021

Dear members,

On **Tuesday 5th and Wednesday 6th January 2021**, Public Relations Society of Kenya (PRSK) members will have an opportunity to elect council members of their choice in line with our democratic tradition. This year's elections happen at a time when the country and World are grappling with the unprecedented COVID-19 pandemic. The pandemic has disrupted our lives, a fact that prompted the Society to reschedule its AGM from May 2020 to January 2021. We thank you members for your continued support and trust you have bestowed on the Council as it works to provide solutions in these extra ordinary times.

Allow me to enumerate some measures that the Council has undertaken to ensure that your Society navigates these turbulent times:

1. Deployment of virtual and secure tools to ensure seamless services to members and our stakeholders. This has facilitated the Society to successfully execute several webinars and virtual meetings.
2. Automation of electoral process: The Council procured an electronic voting software to enable members to exercise their democratic rights at the comfort of their electronic gadgets. Some members have raised concerns regarding its safety and vulnerability. The Council wishes to reassure members that the software is secure and safe. As part of election procedures, PRSK through our Independent Elections Body – Capacity BAC, conducted an onboarding session for all the aspirants on this system and all have expressed confidence on the same. I take this opportunity to assure you that no eligible voter will be disenfranchised. Kindly look out for an email from the Secretariat with your personalized voting code via email. Indeed, the software has been used by other professional bodies to wit, ICPAK, IHRM and the Institute of Certified Public Secretaries and we have no doubt that it will serve the PRSK elections well.
3. Communication to members: The Council has consistently been communicating to members. This is done through regular President' updates, on our social media platforms, our website and *PR Digest*. We are committed to keeping our members informed and request them to utilize our communication tools and provide feedback to continuously make improvements in this regard. Let's work collaboratively to build PRSK.

On behalf of the entire Council, I assure you that these elections will be conducted transparently and with utmost integrity.

Your Industry. Your Society

Dr. Wilfred Marube, MPRSK
President, Public Relations Society of Kenya