



## PRSK 2022 CPD CALENDAR

DATE / VENUE	COURSE TITLE	COURSE CONTENT HIGHLIGHTS	CPD POINTS	FEE	DURATION	LEVEL
26 <sup>th</sup> – 30 <sup>th</sup> September Kisumu	Designing Cutting - Edge Advocacy Campaigns and Event Management Strategies	<ul style="list-style-type: none"> <li>• Significance of events for your PR and Communication strategy</li> <li>• Risk and crisis management for events</li> <li>• Diplomacy and lobbying</li> <li>• Events management logistics</li> <li>• Project management in events</li> <li>• Media management for events</li> <li>• Managing 3rd party suppliers</li> <li>• Monitoring and evaluation after an event</li> <li>• Event post analysis</li> </ul> <p><b>Who Should Attend?</b> This is an intermediate level course designed for practitioners who have responsibility for delivery of events and wish to advance their proficiency and competence in delivering impactful events. It will provide a comprehensive foundation in all the basics of event management to enable participants to tackle event planning and management.</p>	50	Member 80,000/= Non-Member 85,000/=	5 Days	Intermediate
17 <sup>th</sup> – 22 <sup>nd</sup> October USA	PRSK Communication and Leadership Seminar	<p>Course Content Highlights</p> <ul style="list-style-type: none"> <li>• Effective communication and interpersonal skills</li> <li>• Transformational leadership</li> <li>• Leadership self-awareness and emotional intelligence</li> <li>• Communication strategies for effective leadership</li> <li>• Communication strategies in times of disruption and transformation</li> </ul> <p><b>Who Should Attend?</b> This is an executive level seminar designed for senior leadership seeking to develop superior leadership skills and communication skills and enhance their capabilities in leading others.</p>	50	TBA	5 Days	Advanced
14 <sup>th</sup> – 18 <sup>th</sup> November Mombasa	PRSK Annual Summit	PRSK Annual Summit	50	TBA	5 Days	All levels
18 <sup>th</sup> November Nairobi	PRSK Annual Awards	PRSK Annual Awards for Excellence and Gala Dinner		Member 5,000/= Non-Member 7,000/=	1 Day	All levels
5 <sup>th</sup> – 10 <sup>th</sup> December Dubai, UAE	PRSK Executive Seminar on Policy Communication	<ul style="list-style-type: none"> <li>• Public policy formulation and implementation</li> <li>• Communication for public policy delivery</li> <li>• Stakeholder engagement and dialogue</li> </ul> <p><b>Who Should Attend?</b> This seminar targets practitioners in leadership roles involved in public policy formulation and implementation and those who wish to enhance their understanding and knowledge in strategic communications to deliver effective policy results.</p>	50	Member 150,000/= Non-Member 160,000/=	5 Days	Advanced