



**KENYATTA UNIVERSITY
CONSULTANCY SERVICES UNIT**

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**PUBLIC RELATIONS SOCIETY OF KENYA
MEMBERS
STRATEGIC PLANNING WORKSHOP
Friday 23rd February 2018 at Intercontinental Hotel Nairobi.**

Programme

TIME	CONTENT	FACILITATOR
Friday 23rd February 2018 2pm to 5pm		
0200 - 0215	<ul style="list-style-type: none"> • Arrival and Registration 	<ul style="list-style-type: none"> • KUCSU/PRSK Team
0215 - 0230	<ul style="list-style-type: none"> • Introduction and Welcome Remarks 	<ul style="list-style-type: none"> • PRSK President
0230 - 0330	<ul style="list-style-type: none"> • Briefing and leveling of expectations • Overview of Strategic Planning • Strategic Focus • Key Result Areas, Strategic Objectives, Strategies 	<ul style="list-style-type: none"> • KUCSU Team • Prof. David Minja-Lead Consultant
0330 - 0415	<ul style="list-style-type: none"> • Performance Evaluation of PRSK (Achievements, Challenges Faced, Lessons Learnt) 	<ul style="list-style-type: none"> • Ms. Rosemary Maina--Associate Consultant
0315 - 0445	<ul style="list-style-type: none"> • Situational Analysis (SWOT, PESTEL, Stakeholders Analysis) 	<ul style="list-style-type: none"> • Mr. James Onditi-Associate Consultant
0445 - 0515	<ul style="list-style-type: none"> • Risk Management Frame work 	<ul style="list-style-type: none"> • Prof. David Minja-Lead Consultant
0515 - 0530	<ul style="list-style-type: none"> • Way Forward • Wrap up and closure 	<ul style="list-style-type: none"> • KUCSU and PRSK
0500 - 0530	TEA/COFFEE BREAK Photo Session	
Methodology Power Point Presentations, Group Work, Plenary, Validation and Documentation.		