



# REQUEST FOR PROPOSAL

Facilitation of Continuous Professional Development  
Courses for Public Relations Society of Kenya

**June 2017**

## **Contents**

1. BACKGROUND .....	2
2. THE ASSIGNMENT .....	3
3. SCOPE OF THE ASSIGNMENT .....	3
4. METHOD OF DELIVERY .....	3
5. DELIVERABLES .....	3
6. REQUIRED SKILLS AND COMPETENCIES.....	4
7. PROPOSALS .....	4

# Request for Proposal

## Facilitation of Continuous Professional Development Courses for Public Relations Society of Kenya

---

### 1. BACKGROUND

The Public Relations Society of Kenya (PRSK) is a duly registered Society under the Societies Act Cap 108 Registration No. 5802. The Society was established in 1971 as a professional body to guide and bring together Public Relations and Communication practitioners in Kenya.

PRSK is the umbrella body for all public relations and communication practitioners in Kenya with an overriding purpose to advance excellence performance in the practice. The Society maintains local and international affiliates, which include the Eastern Africa Public Relations Association (EAPRA), the African Public Relations Association (APRA), and is a founder member of the Global alliance for Public Relations & Communication Management.

The objective of the Society is

- a) To establish and promote a high standard of professional ethics and learning in Public Relations and Communication Management.
- b) To educate and inform the public as to the purpose and practice of Public Relations and Communication management.
- c) To promote research, publication and education in the area of public relations and communication.
- d) To be the institution charged with accreditation of Public Relations and Communication Practitioners and to establish a professional qualification framework.
- e) To engage in advocacy in the area of public relations and communication.
- f) To advice on matters of national interest related to public relations and communication for both the public and private sector.
- g) To lobby for the enactment of relevant laws for the promotion of Public Relations and Communication as a profession.
- h) To be the internationally recognized institution in matters of public relations and communication.
- i) To resolve any disputes between members of the society or between a member and their employer.
- j) To nurture and mentor young professionals in the field in public relations and communication.
- k) To contribute to the improvement of professionalism through education and training in Public Relations and Communication management

- l) To affiliate or co-operate with or subscribe to any association, society or corporation in any part of the world whose objects are in general respects similar to the objects of this society.
- m) To apply petition for or promote any Act of Parliament or of any other authority with a view to the attainment of the above objects or any of them.

## **2. THE ASSIGNMENT**

The Continuous Professional Development Programme (CPD) is a commitment by Public Relations Society of Kenya (PRSK) to impart knowledge and industry skills designed to help Members excel and operate optimally as PR and Communication practitioners whatever the stage of one's career.

CPD is a global trend structured as a lifelong learning process to enhance the value and status of both the practitioner and the profession. It helps Members keep on track skills, knowledge and experience gained both formally and informally beyond the academic and/or professional qualifications.

PRSK is seeking to prequalify experienced facilitators/trainers for the CPD Programmes.

## **3. SCOPE OF THE ASSIGNMENT**

The facilitator/trainer is expected to:

- i. Lead and provide expert input on specific workshops sessions
- ii. Ensure successful facilitation of the workshop

## **4. METHOD OF DELIVERY**

The facilitator/trainer is expected to conduct the sessions using multiple methods such as power point, adult experiential methods, case study analysis and practical exercises etc.

## **5. DELIVERABLES**

### **Expected Outputs**

- i. Produce presentations/handouts for the sessions.
- ii. Workshop sessions must be conducted in a participatory way using case study analysis along with group work.
- iii. Share presentations and any materials 3 days before the workshop.

### **Expected Outcomes**

- i. Successful facilitation and delivery of the workshop.

## **6. REQUIRED SKILLS AND COMPETENCIES**

- i. A first level university degree with a relevant combination of professional training, certification or experience may be accepted in lieu of the advanced university degree.
- ii. Minimum of five years of progressively responsible experience in Public Relations and Communications, Media or other related field.
- iii. Demonstrated experience in developing and implementing communication strategies.
- iv. Demonstrated experience in the following areas: Corporate Communication, Development Communication, Crisis Communication and Management, Media Relations and Management, Public Affairs, Public Sector Communication, Corporate Brand Management, Corporate Reputation Management, Corporate Social Responsibility, Social Media Management, Investor Relations etc.

## **7. PROPOSALS**

The proposals must include a detailed CV and statement of suitability. Proposals should be received on or before **21<sup>st</sup> June, 2017 at 12.00pm.**

**The President  
Public Relations Society of Kenya  
Liaison House, Annex 3, State House Avenue,  
P. O. Box 43098-00100, Nairobi  
Tel: +254-020-2626215, +254-020-2626217**