



# REQUEST FOR PROPOSAL

Development of a 5 Year Strategic Plan for Public  
Relations Society of Kenya

**June 2017**

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# Request for Proposal

## Development of a 5 Year Strategic Plan for Public Relations Society of Kenya

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### 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. OBJECTIVE**

The main objective of the lead consultant is to assist PRSK develop a five-year strategic plan (2017-2022).

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

The lead consultant will work in constant consultation with the PRSK Council. The process entails the following:

- a. Attending coordination meetings with PRSK to discuss the assignment
- b. To advise PRSK on what is required to ensure a smooth and effective process of the preparation of the strategic plan
- c. To agree on the process of assignment, timelines and deliverables
- d. To personally facilitate a 1-day participatory retreat of the Council
- e. To write Strategic Plan review report
- f. To submit the report to PRSK
- g. Facilitate stakeholders' feedback sessions
- h. Present the final reports

## **4. PROPOSALS**

Interested individuals and/or firms to submit a technical and financial proposal detailing their strategy and methodology on how to carry out the assignment, a work plan, detailed CV, and professional fees. In addition, at least 3 references of similar assignments they have successfully undertaken in the last 3 years. Proposals should be received on or before **21<sup>st</sup> June, 2017 at 12.00pm.**

## **5. DELIVERABLES**

- Strategic Report in both hard and soft copy
- Provide design of strategic plan
- Provide design template
- Provide 50 printed copies

## **6. CONTACT PERSON**

Any communication relating to this call for proposal or any other related issues should be addressed to the under signed:

**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**