



PUBLIC RELATIONS SOCIETY
OF KENYA

2027–2028 CPD TRAINING CATALOGUE

Globally Benchmarked. Member-Informed. Future-Ready.

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USAGE:

HOW TO USE THIS CATALOGUE

The catalogue is organised into 14 thematic modules. Each module contains multiple programmes at different career levels. Use the level guide below to find the right programmes for your career stage:

- | | | |
|--|---|--|
|  Advanced Career |  Mid/Advanced Career |  Mid Career |
|  Early/Mid Career |  Early Career |  All Levels |

CPD Requirement: 60 CPD points per year required to maintain PRSK membership in good standing.

Virtual / hybrid delivery available for selected programmes — enquire at registration. In-house customised training available on request.

MODULE 1:

MEDIA RELATIONS MANAGEMENT

Building strategic, trust-based relationships with the media is a cornerstone of effective PR. These three programmes cover the full career pathway from foundational skills to executive-level media leadership — updated to reflect Kenya’s evolving media landscape and the rise of digital and social media journalism.

1.1 The Networked Newsroom: Modern Media Relations Masterclass

Level	Early Career / Mid Career	Duration	3 Days
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A hands-on masterclass that demystifies how today’s journalists work — across print, broadcast, digital and social platforms — and equips practitioners with the skills to build lasting media relationships, craft compelling pitches and write press releases that get published.

Course Content Highlights

- Mapping Kenya’s media landscape: print, broadcast, digital and influencer media
- Understanding editorial processes, news values and what makes a story
- The perfect pitch: crafting story angles journalists can’t ignore
- Press release structure and writing: the inverted pyramid in a digital age
- Building and maintaining journalist relationships and media databases
- Media monitoring tools and tracking media coverage
- Social media as a media relations tool: engaging journalists on X, LinkedIn and WhatsApp
- Ethics in media relations: managing sensitive stories and off-the-record conversations

Learning Outcomes

- Map and engage relevant media contacts strategically
- Write press releases and pitches that generate media coverage
- Maintain professional journalist relationships that build long-term trust
- Navigate media ethics and manage sensitive stories responsibly

Who Should Attend: Entry to mid-level practitioners responsible for media relations.

1.2 On the Record: Advanced Media Interview Skills and Spokesperson Training

Level	Mid Career / Advanced Career	Duration	2 Days
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A simulation-heavy programme that prepares senior practitioners and spokespeople to handle media interviews with confidence, authority and strategic intent — across live TV, radio, online and print formats.

Course Content Highlights

- Message development and bridging techniques: staying on-message
- TV and radio interview preparation and delivery
- Print, online and podcast interview management
- Handling hostile, loaded and off-topic questions
- Preparing and coaching organisational spokespeople
- Social media as a crisis media tool

- Post-interview review and continuous improvement

Learning Outcomes

- Deliver clear, consistent messages under media pressure
- Handle difficult and adversarial journalists with poise
- Support and coach spokespeople for high-stakes interviews
- Lead media strategy at a senior level

Who Should Attend: Senior managers, directors, communications heads and designated spokespeople.

1.3 The Media Partner: Corporate Media Strategy and Thought Leadership

Level	Advanced Career	Duration	2 Days
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A strategic programme for senior communicators on building sustained media partnerships, leveraging thought leadership and managing reputation through media.

Course Content Highlights

- From tactics to strategy: developing a corporate media positioning plan
- Thought leadership: positioning your organisation and leaders as industry voices
- Managing media partnerships, exclusives and sponsored content
- Handling media crises and editorial bias at a senior level
- Measuring media relations effectiveness: beyond AVE
- Building a media-savvy communications culture

Learning Outcomes

- Develop and lead a long-term corporate media strategy
- Position your organisation as a credible, authoritative media voice
- Manage complex media relationships and editorial sensitivities at board level

Who Should Attend: Corporate communications directors, heads of communications and senior managers.

MODULE 2:

PROTOCOL, ETIQUETTE AND EVENT MANAGEMENT

Protocol and etiquette are the invisible architecture of professional credibility. These programmes build on PRSK's highly regarded 2023/24 Protocol and Event Management modules, refreshed with new content on executive presence, VIP management and sustainability in events.

2.1 The Art of Protocol, Etiquette and Executive Presence

Level	Mid Career / Advanced Career	Duration	3 Days
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A comprehensive programme covering formal protocol rules and professional conduct at senior levels — from state and diplomatic settings to corporate boardrooms and high-profile public events. Draws on global diplomatic protocol standards and African corporate etiquette norms.

Course Content Highlights

- Protocol foundations: state, diplomatic and corporate protocol frameworks
- Order of precedence, seating arrangements and official receptions
- Forms of address: titles, names and honorifics in Kenyan and international contexts
- Dress codes: from business casual to black tie and state occasions
- VIP and dignitary management: planning, briefing and escorting
- Executive dining etiquette and hosting
- Cross-cultural business etiquette: East African and international
- Personal presentation, executive presence and non-verbal communication
- Managing media and social media at high-protocol events

Learning Outcomes

- Apply correct protocol in government, diplomatic and corporate settings
- Manage VIPs and dignitaries with precision and professionalism
- Advise and brief leadership on professional conduct
- Build personal executive presence and professional credibility

Who Should Attend: Mid-level to senior PR professionals, executive assistants and communications managers who support leadership at public-facing events.

2.2 Events by Design: Protocol, Logistics and Strategic Event Management

Level	Early Career / Mid Career	Duration	5 Days
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A comprehensive event management programme combining strategic communication thinking with operational excellence. Participants plan and manage corporate events from concept to post-event evaluation — including protocol, risk management and media handling.

Course Content Highlights

- Events as a PR and communication strategy tool
- Event concept, brief development and stakeholder alignment

- Protocol and etiquette in event design and execution
- Logistics: venues, AV, catering, transport and supplier management
- Risk assessment, security and crisis management at events
- Media management and press handling during events
- Project management principles applied to events
- Sustainability and responsible events management
- Post-event evaluation and return on investment measurement

Learning Outcomes

- Design and deliver events that support organisational communication strategy
- Apply protocol standards throughout the event planning process
- Manage all logistical and operational elements of a corporate event
- Measure event success and apply findings to future programmes

Who Should Attend: Communications and events practitioners responsible for delivering corporate, government and media events.

MODULE 3:

CUSTOMER CARE EXCELLENCE AND SERVICE COMMUNICATION

Customer experience is one of the most powerful drivers of organisational reputation. Diving into employee and stakeholder communication frameworks and internal communications competencies, these programmes equip practitioners to deliver communication that builds trust and turns customers into advocates.

3.1 Customer Care Excellence and Service Communication

Level	Early Career / Mid Career	Duration	2 Days
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A focused, practical programme that develops professional customer communication skills across written, verbal and digital channels — combining service excellence principles with PR and brand management thinking. Aligned with PRSA's stakeholder communication standards.

Course Content Highlights

- The link between customer experience and organisational reputation
- Service communication principles: clarity, empathy, responsiveness and professionalism
- Professional telephone, face-to-face and virtual communication
- Written customer communication: emails, formal letters and social media responses
- Handling complaints, difficult customers and sensitive escalations effectively
- Service recovery: turning negative experiences into loyalty and advocacy
- Customer feedback systems and closing the loop
- Internal culture: aligning frontline teams with brand values
- Measuring customer satisfaction and linking it to reputation management

Learning Outcomes

- Communicate with customers professionally across all channels and contexts
- Handle difficult interactions and complaints with empathy and effectiveness
- Write clear, professional and brand-consistent customer correspondence
- Design and implement service communication standards for your organisation

Who Should Attend: Customer care teams, communications officers, frontline managers and staff responsible for customer-facing communication.

3.2 Signal and Noise: Mastering Internal Communication and Employee Engagement

Level	Mid Career	Duration	2 Days
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This course equips practitioners to design and lead internal communication strategies that drive genuine employee engagement, organisational culture and performance.

Course Content Highlights

- Internal communication as a strategic function: beyond the notice board
- Understanding your internal audiences: segmentation and listening tools
- Developing an internal communication strategy and channel plan
- Communication during change: mergers, restructuring and transformation

- Leadership communication: helping managers communicate effectively
- Employee engagement: measuring, improving and sustaining it
- Leveraging intranets, email, Town Halls, digital tools and social platforms internally
- AI and digital tools for internal communication
- Measuring internal communication effectiveness

Learning Outcomes

- Develop and implement a strategic internal communication plan
- Design employee engagement programmes that drive performance
- Support leaders to communicate authentically and effectively
- Measure and report on internal communication impact

Who Should Attend: Communications managers, HR professionals and internal communications specialists.

MODULE 4:

INFLUENCER AND CREATOR RELATIONS MANAGEMENT

Influencer and creator marketing has fundamentally reshaped the PR landscape. These programmes will equip practitioners with the strategic, ethical and practical skills to lead influencer programmes that deliver measurable results.

4.1 Influence Reimagined: Strategic Influencer and Creator Relations Management

Level	Mid Career / Advanced Career	Duration	5 Days
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A comprehensive programme covering the full influencer management lifecycle — from strategy and creator identification to contracting, campaign management, measurement and crisis response. Updated for the evolving East African creator economy and includes AI-powered influencer tools.

Course Content Highlights

- The creator economy in Kenya and Africa: macro, micro and nano influencers
- Developing an influencer strategy aligned to your communication objectives
- Influencer identification, vetting and audience authenticity analysis
- Influencer contracts, disclosure obligations and ASK / CAP code compliance
- Creative briefing, content approval and relationship management
- AI tools for influencer discovery, monitoring and performance tracking
- Measuring influencer campaign ROI using AMEC-aligned frameworks
- Managing influencer crises: when brand values collide
- Virtual influencers and AI-generated creators: what PR professionals need to know
- Ethical standards in influencer marketing: PRCA guidelines applied in Kenya

Learning Outcomes

- Develop and execute a strategic influencer communications programme
- Identify, vet and engage the right creators for your brand or client
- Manage influencer relationships professionally, ethically and contractually
- Measure and prove the business value of influencer campaigns
- Navigate legal, ethical and disclosure obligations in Kenya and internationally

Who Should Attend: PR and communications professionals, digital marketers and brand managers responsible for influencer and creator strategy.

4.2 Creator Economy Essentials: Introduction to Influencer Marketing

Level	Early Career / Mid Career	Duration	2 Days
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An accessible introduction to influencer and creator marketing for practitioners new to this space — covering identification, campaign briefing, ethical requirements and basic measurement.

Course Content Highlights

- The creator economy: types of influencers and how to find them
- Influencer identification using free tools and platforms
- Basic campaign briefs and content guidelines
- Disclosure, ethics and legal requirements in Kenya
- Introduction to measuring influencer performance

Learning Outcomes

- Understand and navigate the influencer marketing landscape
- Identify and engage suitable creators for brand campaigns
- Brief influencers and manage content approvals
- Apply basic measurement to evaluate campaign performance

Who Should Attend: Early career practitioners and marketing officers new to influencer management.

MODULE 5:

PR MEASUREMENT, ANALYTICS AND PROVING VALUE

Demonstrating the value of communications investment is the most critical underdeveloped skill in the PR profession globally. These programmes apply the internationally recognised AMEC Integrated Evaluation Framework and Barcelona Principles to the Kenyan communications context.

5.1 PR by the Numbers: Measurement, Analytics and Proving Communication Value

Level	Mid Career / Advanced Career	Duration	5 Days
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A deep-dive programme that takes practitioners from measurement theory to practical application. Covers the full evaluation cycle from objective-setting to data collection, analysis, dashboard-building and board-level reporting. Hands-on sessions with analytics tools and AI-powered measurement platforms.

Course Content Highlights

- Why measurement matters: moving beyond AVE and clip counts
- The Barcelona Principles: a global standard for PR measurement
- Setting SMART communication objectives and meaningful KPIs
- Introduction to the AMEC Integrated Evaluation Framework
- Primary research methods: surveys, focus groups, content analysis, social listening
- Digital analytics: Google Analytics 4, social media insights, SEO metrics
- AI-powered analytics and media monitoring tools
- Measuring media relations, social media, events and internal communications
- Building dashboards and data visualisations for leadership
- Presenting measurement findings: making data tell a story
- Linking communications measurement to business and organisational outcomes

Learning Outcomes

- Set meaningful, measurable communication objectives using recognised frameworks
- Design a PR evaluation strategy for your organisation
- Use digital and AI analytics tools with confidence
- Build compelling measurement dashboards and reports
- Present and defend the business value of communications to leadership and boards

Who Should Attend: Mid-level to senior communications professionals responsible for demonstrating and improving communication impact.

5.2 Data Intelligence: Social Media Analytics for Strategic Decisions

Level	Mid Career / Advanced Career	Duration	5 Days
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A focused programme on social media measurement and analytics — covering platform-native tools, third-party analytics platforms and AI-powered listening tools. Participants learn to extract actionable insights and use them to continuously improve communication strategy.

Course Content Highlights

- Social media metrics that matter: reach, engagement, sentiment, share of voice
- Platform analytics: Meta Business Suite, LinkedIn Analytics, TikTok Analytics, YouTube Studio
- Social listening, media monitoring and competitive benchmarking
- AI in social media analytics: tools, applications and limitations
- Conducting a social media audit from scratch
- Setting KPIs, benchmarks and measurement cadences
- Reporting social media performance to leadership in business language

Learning Outcomes

- Use platform analytics tools fluently and critically
- Design and conduct rigorous social media audits
- Set meaningful KPIs and track performance against benchmarks
- Use AI-powered listening tools to inform strategy
- Present data-driven recommendations that drive business decisions

Who Should Attend: Communications practitioners responsible for social media management, strategy and reporting.

MODULE 6:

COMMUNICATION STRATEGY AND INTEGRATED CAMPAIGN PLANNING

Strategic communication planning is the foundation of everything, these programmes develop the ability to think, plan and lead at a strategic level.

6.1 The Blueprint: Communication Strategy and Integrated Campaign Planning

Level	Mid Career / Advanced Career	Duration	3 Days – Available virtually
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A practical, process-driven programme equipping practitioners with a structured approach to developing, executing and evaluating communication strategies. Combines strategic frameworks with hands-on campaign planning exercises. Available in physical and virtual formats.

Course Content Highlights

- The strategic communication process: from situation analysis to evaluation
- PESTLE, SWOT and environmental scanning for communications
- Stakeholder analysis and insight-led audience segmentation
- Setting communication goals, strategies and tactics that connect to business objectives
- Integrated campaign planning: aligning channels, content and timing
- Budget planning, resource allocation and working with suppliers
- Communication plan writing and presentation
- Monitoring, evaluation and adaptive campaign management
- Securing leadership buy-in and presenting strategy to boards

Learning Outcomes

- Develop comprehensive, evidence-based communication strategies
- Design integrated campaigns aligned to organisational objectives
- Apply recognised strategic planning tools and frameworks with confidence
- Monitor and adapt strategy based on performance data
- Present and defend communication strategies to senior leadership

Who Should Attend: Mid-level communications practitioners and managers responsible for developing and leading communication strategies.

6.2 The Strategic Communicator: Leadership in Public Service Communication

Level	Advanced Career	Duration	5 Days
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An advanced programme for senior government and public sector communicators – equipping communications leaders to develop sophisticated strategies, manage political sensitivities and drive citizen engagement in a complex media and political environment.

Course Content Highlights

- Communication strategy in the public sector: unique contexts and constraints
- Political communication: managing government messaging and public trust

- Citizen engagement: consultation, participation and community communication
- Digital government communication: platforms, tools and accessibility
- Change communication in public service: restructuring and policy implementation
- Crisis communication in public sector contexts
- Ethics and accountability in government communication
- Measuring public sector communication effectiveness

Learning Outcomes

- Lead strategic communication in a government or public service context
- Navigate the unique challenges of political and public sector communication
- Design and deliver citizen engagement and public information campaigns
- Manage communication during public sector crises and controversies

Who Should Attend: Senior government communications officers, public affairs managers and policy communicators.

MODULE 7:

ARTIFICIAL INTELLIGENCE AND EMERGING TECHNOLOGIES IN PR

AI topped the PRSK member survey as the single most urgent upskilling need (82% of respondents).

7.1 Intelligence-Driven PR: AI Tools and Emerging Technologies for Communicators

Level	Mid Career / Advanced Career	Duration	3 Days
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A practical, hands-on programme covering the application of AI tools across the PR function — from content creation and media monitoring to analytics, stakeholder research and crisis detection. Includes ethical dimensions and governance responsibilities.

Course Content Highlights

- AI in the communications landscape: a clear-eyed overview
- Generative AI tools for PR: ChatGPT, Claude, Gemini, Copilot — practical applications
- AI for media monitoring, sentiment analysis and reputation tracking
- AI-powered research, audience intelligence and competitor analysis
- Combating AI-generated misinformation, deepfakes and synthetic media
- Ethical AI use in communications: bias, transparency and accountability
- Data protection compliance when using AI tools in Kenya
- Developing an AI adoption roadmap for your communications team

Learning Outcomes

- Use AI tools to genuinely enhance daily PR workflows and content quality
- Critically evaluate AI-generated content for accuracy and bias
- Develop a practical AI adoption strategy for your communications function
- Navigate the ethical and legal responsibilities of AI use in communications

Who Should Attend: Mid-level and senior PR professionals looking to confidently integrate AI tools into communications practice.

7.2 AI in PR: Advanced Certification Programme

Level	Advanced Career	Duration	6 Days
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A comprehensive certification programme for senior practitioners seeking to lead AI transformation in their communications function. Combines strategic leadership with deep practical application and governance. Participants receive a PRSK AI in PR Certificate on successful completion.

Course Content Highlights

- AI strategy: building an AI-ready, future-proof communications function
- Advanced AI tools laboratory: intensive hands-on sessions across platforms
- Data analytics and AI-powered audience intelligence at scale
- AI governance, data protection and regulatory compliance (Kenya DPA + global frameworks)
- Managing the human-AI interface: team culture, ethics and change management
- AI and the future of the PR profession: implications for skills, jobs and leadership

Learning Outcomes

- Lead AI adoption and strategy in a communications function
- Apply advanced AI tools across the full PR and communications lifecycle
- Develop AI governance policies, ethical frameworks and usage guidelines
- Position your organisation at the forefront of communications innovation and efficiency

Who Should Attend: Senior communications leaders and directors seeking to lead AI-enabled transformation.

MODULE 8:

CRISIS COMMUNICATION AND REPUTATION MANAGEMENT

These programmes build the crisis readiness and reputation leadership skills that every PR practitioner needs — at every career stage.

8.1 Under Fire: Crisis Response, Issues Management and Reputational Resilience

Level	Mid Career / Advanced Career	Duration	5 Days
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A scenario-based, simulation-driven programme that builds crisis communication capabilities from the ground up — including digital crisis management, AI disinformation response and post-crisis recovery. Uses real African case studies.

Course Content Highlights

- Issues identification, risk mapping and early warning systems
- Developing crisis communication plans, playbooks and response protocols
- Crisis team structures, roles and decision-making under pressure
- Media management during a crisis: statements, press conferences and interviews
- Social media and digital crisis response in real time
- Managing AI-generated disinformation and synthetic media crises
- Stakeholder communication and employee communication during a crisis
- Post-crisis recovery: reputation repair and trust rebuilding
- African and Kenyan crisis case studies: lessons for practitioners

Learning Outcomes

- Conduct reputational risk assessments and build crisis communication plans
- Lead effective, coordinated crisis communication across all channels
- Manage media, stakeholders and internal audiences during a live crisis
- Plan and execute post-crisis reputation recovery strategies

Who Should Attend: Mid-level and senior communications professionals, risk managers and public affairs practitioners.

8.2 Reputation Architects: Building and Protecting Organisational Reputation

Level	Advanced Career	Duration	2 Days
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A strategic programme for senior leaders on designing and managing organisational reputation as a long-term strategic asset.

Course Content Highlights

- Reputation as a business asset: what the research says
- Developing a proactive, long-term reputation strategy
- Authenticity, ethics and the foundation of stakeholder trust
- Communicating through reputational challenges and controversies
- Integrating reputation management into corporate governance and board reporting

Learning Outcomes

- Develop and lead a comprehensive reputation management strategy
- Align reputation management with business strategy and governance
- Manage complex reputational challenges at board and leadership level

Who Should Attend: Communications directors, CEOs, governance leads and senior managers responsible for organisational reputation.

MODULE 9:

PUBLIC AFFAIRS AND POLICY COMMUNICATION

Public affairs was the fourth-ranked skill needed in the member survey and a key emerging issue. These programmes are drawn on best practice from corporate affairs, government relations and NGO advocacy in the East African context.

9.1 Voices of Influence: Public Affairs and Policy Advocacy Communication

Level	Mid Career / Advanced Career	Duration	2 Days
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A new programme equipping PR professionals who work at the interface of business, government and civil society with the knowledge and skills to engage effectively with policy processes, build government relationships and communicate for change.

Course Content Highlights

- Kenya's legislative and regulatory environment: how policy is made
- Public affairs landscape mapping: key actors, influencers and decision-makers
- Developing a public affairs communication strategy
- Stakeholder engagement in policy and regulatory processes
- Advocacy messaging, framing and coalition building
- Communicating with legislators, regulators and Cabinet officials
- Media relations for public affairs campaigns
- Monitoring, tracking and evaluating policy communication outcomes

Learning Outcomes

- Understand how government and policy processes work in Kenya
- Develop and execute effective public affairs communication strategies
- Engage legislators, regulators and policy makers effectively and professionally
- Use strategic communication to influence policy decisions and build regulatory relationships

Who Should Attend: Communications professionals in government, NGOs, corporate affairs, advocacy organisations, industry associations and regulated industries.

9.2 The Policy Communicator: Advanced Public Affairs Leadership

Level	Advanced Career	Duration	5 Days
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An advanced residential programme for senior practitioners leading public affairs and government relations functions. Combines strategic frameworks with senior leadership skills for navigating complex political and regulatory environments in Kenya and the region.

Course Content Highlights

- Advanced public affairs strategy: beyond lobbying to strategic influence
- Managing government relations and regulatory affairs at a senior level
- Cross-sector engagement: private sector, civil society, development agencies and government
- International and regional public affairs: EAC, AU and multilateral contexts
- Political risk assessment and scenario planning for communicators
- Leading high-impact public affairs teams and campaigns

Learning Outcomes

- Lead sophisticated, multi-stakeholder public affairs strategies
- Navigate complex political and regulatory environments with confidence
- Build and sustain strategic government and regulatory relationships at a senior level
- Position your organisation as a credible, trusted policy voice

Who Should Attend: Senior public affairs managers, corporate affairs directors, government relations leads and advocacy directors.

MODULE 10:

ESG, CSI AND SUSTAINABILITY COMMUNICATIONS

ESG communication was a top emerging issue in the member survey. These programmes build on PRSK's established ESG curriculum, refreshed with updated frameworks on sustainability reporting, anti-greenwashing and stakeholder trust.

10.1 Green Voice: Communicating ESG, Sustainability and Corporate Responsibility

Level	All Levels	Duration	2 Days
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An accessible introduction to ESG and sustainability communication for practitioners across all career levels — equipping them to communicate their organisation's sustainability commitments credibly and compellingly.

Course Content Highlights

- ESG principles explained: Environment, Social and Governance factors
- Global sustainability frameworks: SDGs, GRI, TCFD and their communication implications
- Communicating sustainability to internal and external stakeholders
- Greenwashing: what it is, why it matters, and how to avoid it
- Introduction to ESG reporting, disclosure and transparency

Learning Outcomes

- Understand ESG criteria and their communication implications
- Communicate sustainability initiatives credibly and compellingly
- Identify and avoid greenwashing in communication materials

Who Should Attend: All PR and communications practitioners who need to understand and communicate sustainability.

10.2 ESG in Action: Driving Stakeholder Value through Responsible Communication

Level	Mid Career / Advanced Career	Duration	3 Days
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An advanced ESG programme covering sophisticated stakeholder engagement strategies, ESG reporting frameworks, supply chain communication and sustainability-related crisis management.

Course Content Highlights

- Advanced ESG communication strategy and multi-stakeholder engagement
- ESG metrics, reporting frameworks and transparent disclosure (GRI, SASB, TCFD)
- Supply chain and partner communication on sustainability
- Managing sustainability-related crises and controversies
- Integrating ESG communication into corporate strategy and board reporting
- Measuring and communicating ESG impact to investors and the public

Learning Outcomes

- Develop and lead advanced ESG communication strategies
- Engage diverse stakeholders on complex sustainability issues
- Manage sustainability-related crises with credibility
- Report ESG performance transparently and compellingly to multiple audiences

Who Should Attend: Senior professionals in corporate communications, sustainability, CSR and investor relations.

10.3 Impact Investing in Communities: CSI Communication and Reporting

Level	Early Career / Mid Career	Duration	3 Days
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A focused programme on communicating corporate social investment — helping practitioners develop compelling community narratives, engage beneficiary stakeholders and report social impact credibly.

Course Content Highlights

- Understanding CSI in Kenya and Africa: principles, trends and legal context
- Crafting compelling CSI narratives and community stories
- Stakeholder engagement with communities, NGOs and government partners
- Measuring, evaluating and communicating CSI impact
- Aligning CSI communication with brand and reputation strategy
- Avoiding common CSI communication mistakes

Learning Outcomes

- Develop effective communication strategies for CSI programmes
- Build authentic community relationships and document impact stories
- Measure and report CSI impact in ways that build organisational credibility

Who Should Attend: Communications professionals, CSR managers and community relations officers.

MODULE 11:

DATA GOVERNANCE AND PROFESSIONAL WRITING SKILLS

11.1 Data Protection, Privacy and Ethical Governance for PR Professionals

Level	Mid Career / Advanced Career	Duration	3 Days
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This programme equips PR practitioners with a working understanding of Kenya's Data Protection Act 2019, global frameworks and ethical responsibilities — essential for any practitioner using audience data, digital campaigns or AI tools.

Course Content Highlights

- Kenya Data Protection Act 2019: what PR professionals must know and do
- GDPR: cross-border data obligations for Kenyan organisations
- Ethical use of data in PR campaigns: consent, transparency and proportionality
- AI governance and accountability: who is responsible for AI-generated content
- Data breaches: notification obligations and communication protocols
- Building data compliance into your communications function workflows
- Practical data audit: reviewing your current communications data practices

Learning Outcomes

- Understand legal obligations around data as a communications practitioner
- Apply ethical frameworks to data-driven and AI-enabled communication
- Develop data governance policies and compliance procedures for communications teams
- Communicate data breaches and privacy incidents professionally and legally

Who Should Attend: Mid-level and senior practitioners handling audience data, digital campaigns, research or AI-powered communication tools.

11.2 Voice and Vision: Press Release, Speech Writing and Public Speaking Mastery

Level	Early Career / Mid Career	Duration	5 Days
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A comprehensive programme covering the full range of written and spoken communication skills essential for PR practitioners — from compelling press releases to executive speeches and powerful public presentations.

Course Content Highlights

- News values and identifying compelling stories in any organisation
- Press release structure, language and distribution: the inverted pyramid in practice
- Media advisories, backgrounders and media kits
- Speech writing for executives: structure, style, tone and memorability
- Public speaking and presentation skills: technique, presence and confidence
- Handling nerves, Q&A sessions and hostile audiences
- Writing for digital: adapting PR writing for websites, email and social media
- Editing, proofreading and maintaining brand voice across all formats

Learning Outcomes

- Write press releases and pitches that generate media attention
- Craft executive speeches that inform, inspire and persuade
- Deliver confident, professional public presentations
- Adapt writing style effectively across all PR communication formats

Who Should Attend: Early career and mid-level practitioners who want to strengthen their core communications writing and speaking skills.

11.3 The Pen and the Platform: Writing for Corporate, Digital and Social Media

Level	Early Career / Mid Career	Duration	3 Days
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An updated corporate writing programme covering traditional PR writing alongside digital and social media content — equipping practitioners to write effectively and consistently across all modern channels.

Course Content Highlights

- PR writing principles: clarity, concision, active voice and audience focus
- Corporate newsletters, magazines and annual reports
- Content for digital: websites, email newsletters and blogs
- Social media writing: captions, threads, LinkedIn articles and WhatsApp broadcasts
- Content planning, editorial calendars and content governance
- Editing for quality, consistency and brand voice

Learning Outcomes

- Write high-quality PR and corporate content across all channels
- Develop consistent brand voice and editorial standards
- Plan and manage content calendars for multiple communication channels

Who Should Attend: Communications practitioners responsible for producing written content across corporate and digital channels.

MODULE 12:

DIGITAL PR AND SOCIAL MEDIA MANAGEMENT

12.1 Social Media Command: Platforms, Content and Community Management

Level	All Levels	Duration	5 Days
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A comprehensive social media management programme covering all major platforms, content creation, community management, AI tools and social media strategy — updated for the current Kenyan and global digital landscape.

Course Content Highlights

- The digital and social media landscape in Kenya and East Africa in 2027
- Platform management: LinkedIn, Instagram, X (formerly Twitter), TikTok, YouTube, WhatsApp
- Content creation, curation and AI-assisted content production
- Content planning, calendars and governance frameworks
- Social media strategy development and channel planning
- Community management: engaging audiences and handling comments
- Social media crisis communication and platform policies
- Measuring social media performance: key metrics and tools
- Future of social media: emerging platforms and trends

Learning Outcomes

- Manage corporate social media accounts strategically and confidently
- Develop and execute comprehensive social media strategies
- Create engaging content across multiple platforms and formats
- Measure and report on social media performance
- Manage communities and handle difficult online situations

Who Should Attend: All PR and communications practitioners responsible for social media.

12.2 Narrative Architecture: Strategic Brand Storytelling

Level	Mid Career / Advanced Career	Duration	2 Days
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Explores the science and art of brand storytelling — equipping practitioners to develop compelling narratives that build emotional connection, drive stakeholder engagement and protect organisational reputation.

Course Content Highlights

- The psychology and neuroscience of storytelling in PR
- Developing your organisation's master brand narrative
- Story structures that work: hero journeys, challenge and triumph, purpose stories
- Storytelling across channels: media, digital, social, events and internal communications
- Using data and evidence to strengthen and authenticate brand stories
- Measuring the impact of brand storytelling campaigns

Learning Outcomes

- Develop a compelling, consistent organisational brand narrative
- Apply proven storytelling techniques across all communication channels
- Use audience insight and data to make brand stories more persuasive and credible

Who Should Attend: Mid-level and senior practitioners responsible for brand, corporate and executive communications.

MODULE 13:

LEADERSHIP, STAKEHOLDER MANAGEMENT AND GOVERNANCE

13.1 From Manager to Leader: Navigating the Leadership Transition in Communications

Level	Mid Career	Duration	5 Days
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Designed for practitioners moving into management and leadership roles — equipping them with the strategic mindset, emotional intelligence and people leadership skills needed to lead high-performing communications teams.

Course Content Highlights

- Leadership vs. management: understanding the fundamental shift
- Strategic thinking and vision development for communications leaders
- Emotional intelligence and adaptive leadership styles
- Leading, motivating and developing communications teams
- Managing upward: engaging boards, executive teams and governance structures
- Building a culture of innovation, accountability and continuous learning
- Coaching, mentoring and succession planning in communications functions
- Finance and budget management for communications managers

Learning Outcomes

- Lead and manage communications teams effectively and authentically
- Develop and communicate a compelling strategic vision
- Apply emotional intelligence to enhance leadership effectiveness and team culture
- Build high-performing, accountable communications functions

Who Should Attend: Mid-level practitioners recently appointed to, or preparing for, management and leadership roles.

13.2 Stakeholder Power Map: Analysis, Dynamics and Engagement Strategy

Level	Mid Career / Advanced Career	Duration	5 Days
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A strategic programme on stakeholder management — covering the full engagement lifecycle from identification and power analysis to relationship building, communication planning and measurement.

Course Content Highlights

- Stakeholder theory and its strategic relevance to PR and communications
- Stakeholder identification, analysis and power-interest mapping
- Developing differentiated stakeholder engagement strategies
- Communication planning for diverse and complex stakeholder groups
- Engaging resistant, hostile and disengaged stakeholders effectively
- Stakeholder engagement during crisis and change
- Measuring and reporting stakeholder engagement outcomes

Learning Outcomes

- Design and implement comprehensive stakeholder engagement strategies
- Conduct sophisticated stakeholder mapping and power analysis
- Engage diverse stakeholder groups with differentiated approaches
- Measure and report on stakeholder engagement outcomes in business terms

Who Should Attend: Mid-level to senior practitioners responsible for stakeholder relations, government affairs and community engagement.

13.3 Governance, Risk and Accountability in Communications

Level	Advanced Career	Duration	5 Days
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An advanced programme on corporate governance, risk management and accountability as they apply to communications leadership.

Course Content Highlights

- Corporate governance principles and the role of communications
- Risk identification, assessment and management in PR and corporate communications
- Regulatory compliance and legal obligations for communicators in Kenya
- Board-level communication, governance reporting and board minutes
- Building accountable, transparent and ethics-driven communications functions
- Communications audits and compliance reviews

Learning Outcomes

- Apply governance frameworks to communications leadership and operations
- Identify and manage reputational, compliance and regulatory risks
- Lead transparent, accountable communications functions that meet governance standards

Who Should Attend: Senior communications leaders, directors and governance-focused practitioners.

13.4 Emotional Intelligence and People Leadership for Communicators

Level	Mid Career / Advanced Career	Duration	3 Days
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A programme focused on the human dimensions of leadership — building self-awareness, emotional intelligence and people skills that enable communicators to lead teams, manage conflict and influence stakeholders with authenticity.

Course Content Highlights

- Understanding emotional intelligence: the four domains
- Self-awareness and leadership presence
- Empathy, active listening and building authentic relationships
- Managing conflict and navigating difficult conversations
- Influencing and persuading stakeholders at all levels
- Resilience and managing professional pressure in communications roles
- Leading diverse and multi-generational teams

Learning Outcomes

- Develop self-awareness and apply emotional intelligence in leadership
- Manage conflict and difficult conversations with confidence
- Influence and persuade stakeholders across different personality types
- Lead diverse teams with empathy, clarity and effectiveness

Who Should Attend: Mid-level and senior communicators in management and leadership roles.

MODULE 14:

FINANCE, CAREER DEVELOPMENT AND PROFESSIONAL EXCELLENCE

14.1 Finance and Business Acumen for PR Professionals

Level	Mid Career / Advanced Career	Duration	2 Days
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Equips PR practitioners with the financial literacy and business acumen needed to participate in strategic business conversations, manage communication budgets and demonstrate the ROI of communications to finance-focused leaders.

Course Content Highlights

- How organisations are funded and how they measure success
- Reading and interpreting financial statements: P&L, balance sheet and cashflow
- Budget planning, management and accountability for communications functions
- ROI and business case writing for communications investments
- Working with finance teams: language, priorities and relationships
- Commercial communication: writing proposals, tenders and business cases

Learning Outcomes

- Read and interpret organisational financial documents with confidence
- Manage communications budgets professionally and accountably
- Build compelling business cases for communications investment
- Participate confidently in strategic business conversations with finance leaders

Who Should Attend: Mid-level and senior PR professionals responsible for managing budgets and demonstrating business value.

14.2 Climbing the Career Ladder: Professional Development for Emerging PR Leaders

Level	Early Career	Duration	2 Days
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A career development programme specifically designed for early career practitioners — equipping them to navigate the PR profession, build their personal brand, manage their career strategically and develop the skills that will accelerate their progression.

Course Content Highlights

- The PR profession in Kenya: structure, sectors and career pathways
- Building your professional brand and online presence
- Networking effectively in the PR and communications community
- Setting career goals and creating a personal development plan
- Understanding CPD and making the most of PRSK membership
- Mentorship: finding mentors and becoming one
- Navigating workplace challenges: ethics, boundaries and professional conduct

Learning Outcomes

- Understand the PR profession and your place within it
- Build a strong professional brand and network
- Create and implement a personal development and career plan
- Make strategic use of PRSK membership and CPD opportunities

Who Should Attend: Students, recent graduates and early career practitioners in their first 1–3 years of PR and communications practice.

CALENDAR

PRSK 2027 TRAINING CALENDAR

Date	Location	Duration	Programme	Points	Level		Investment (Kshs)
25th -29th January 2027	Kisumu	5 Days	Communication Masterclass	50	All Levels	AL	Member – 80,000 Non-Member – 85,000
18th –19th February 2027	Nairobi	2 Days	Signal and Noise: Mastering Internal Communication and Employee Engagement	20	Mid Career	MC	Member – 15,000 Non-Member – 25,000
24th–26th February 2027	Naivasha	3 Days	Intelligence-Driven PR: AI Tools and Emerging Technologies for Communicators	30	Mid/ Advanced Career	M/AC	Member – 25,000 Non-Member – 35,000
2nd –3rd March 2027	Nairobi	2 Days	Narrative Architecture: Strategic Brand Storytelling	20	Mid/ Advanced Career	M/AC	Member – 15,000 Non-Member – 25,000
4th March 2027	Nairobi	Half Day	Communicating with Impact: Audience Insight and Message Design (Webinar)	5	All Levels	AL	Member – 5,000 Non-Member – 10,000
4th–5th March 2027	Nairobi	2 Days	Green Voice: Communicating ESG, Sustainability and Corporate Responsibility	20	All Levels	AL	Member – 15,000 Non-Member – 25,000
8th–12th March 2027	Nakuru	5 Days	Social Media Command: Platforms, Content and Community Management	50	All Levels	AL	Member – 80,000 Non-Member – 85,000
22nd–26th March 2027	Hongkong	5 Days	The Strategic Communicator: Leadership in Public Service Communication	50	Advanced Career	AC	TBA
30th March 2027	Nairobi	Half Day	Behind the Headlines: PR and Legal Collaboration in Practice (Webinar)	10	All Levels	AL	Member – 5,000 Non-Member – 10,000
31st March –2nd April 2027	Machakos	3 Days	The Networked Newsroom: Modern Media Relations Masterclass	30	Early/Mid Career	E/MC	Member – 25,000 Non-Member – 35,000
5th–9th April 2027	Kigali	5 Days	The Art of Protocol, Etiquette and Executive Presence	50	Mid/ Advanced Career	M/AC	TBA
14th–16th April 2027	Naivasha	3 Days	Customer Care Excellence and Service Communication	20	Early/Mid Career	E/MC	Member – 35,000 Non-Member – 45,000
19th–23rd April 2027	Nakuru	5 Days	Influence Reimagined: Strategic Influencer and Creator Relations Management	50	Mid/ Advanced Career	M/AC	Member – 80,000 Non-Member – 85,000
26th - 30th April 2027	Nairobi	5 Days	Stakeholder Power Map: Analysis, Dynamics and Engagement Strategy	50	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
3rd–7th May 2027	Cape town	5 Days	Under Fire: Crisis Response, Issues Management and Reputational Resilience	50	Mid/ Advanced Career	M/AC	TBA
13th –14th May 2027	Nairobi	2 Days	On the Record: Advanced Media Interview Skills and Spokesperson Training	20	Mid/ Advanced Career	M/AC	Member – 15,000 Non-Member – 25,000

Date	Location	Duration	Programme	Points	Level		Investment (Kshs)
24th –28th May 2027	Mombasa	5 Days	PR by the Numbers: Measurement, Analytics and Proving Communication Value	50	Mid/ Advanced Career	M/AC	Member – 80,000 Non-Member – 85,000
14th – 18th June 2027	Dubai	5 Days	Governance, Risk and Accountability in Communications	50	Advanced Career	AC	TBA
7th–9th July 2027	Virtual	3 Days	The Blueprint: Communication Strategy and Integrated Campaign Planning	30	Mid/ Advanced Career	M/AC	Member – 20,000 Non-Member – 30,000
14th –16th July 2027	Machakos	3 Days	Impact Investing in Communities: CSI Communication and Reporting	30	Early/Mid Career	E/MC	Member – 35,000 Non-Member – 45,000
19th – 23rd July 2027	Mombasa	5 Days	Mastering Strategic Policy Communication	50	Mid/ Advanced Career	M/AC	Member – 80,000 Non-Member – 85,000
26th–30 July 2027	Istanbul	5 Days	Voices of Influence: Public Affairs and Policy Advocacy Communication	50	Mid/ Advanced Career	M/AC	TBA
22nd–23rd July 2027	Nairobi	2 Days	Finance and Business Acumen for PR Professionals	20	Mid/ Advanced Career	M/AC	Member – 15,000 Non-Member – 25,000
4th–6th August 2027	Nakuru	5 Days	Data Intelligence: Social Media Analytics for Strategic Decisions	50	Mid/ Advanced Career	M/AC	Member – 80,000 Non-Member – 85,000
11th–13th August 2027	Naivasha	3 Days	The Pen and the Platform: Writing for Corporate, Digital and Social Media	30	Early/Mid Career	E/MC	Member – 35,000 Non-Member – 45,000
16th–20th August 2027	Kisumu	5 Days	From Manager to Leader: Navigating the Leadership Transition in Communications	50	Mid Career	MC	Member – 80,000 Non-Member – 85,000
23rd –27th August 2027	Mombasa	5 Days	Voice and Vision: Press Release, Speech Writing and Public Speaking Mastery	50	Early/Mid Career	E/MC	Member – 80,000 Non-Member – 85,000
6th –10th September 2027	Eldoret	5 Days	Events by Design: Protocol, Logistics and Strategic Event Management	50	Early/Mid Career	E/MC	Member – 80,000 Non-Member – 85,000
15th–17th September 2027	Machakos	3 Days	ESG in Action: Driving Stakeholder Value through Responsible Communication	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
22nd–24th September 2027	Nairobi	3 Days	Data Protection, Privacy and Ethical Governance for PR Professionals	30	Mid/ Advanced Career	M/AC	Member – 25,000 Non-Member – 35,000
29th September –1 October 2027	Naivasha	3 Days	Emotional Intelligence and People Leadership for Communicators	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
4th- 8th October 2027	Singapore	5 Days	AI in PR: Advanced Certification Programme	50	Advanced Career	AC	TBA
TBA November 2027	Kenya	5 Days	PRSK 2027 Annual Summit and Awards	50	All Levels	AL	Member – 80,000 Non-Member – 85,000
13th-17th December 2027	Washington DC	5 Days	The Policy Communicator: Advanced Public Affairs Leadership	50	Advanced Career	AC	TBA

CALENDAR

PRSK 2028 TRAINING CALENDAR

Date	Location	Duration	Programme	CPD Pts	Level		Investment (Kshs)
24th – 29th January 2028	Kisumu	5 Days	Communication Masterclass	50	All Levels	AL	Member – 80,000 Non-Member – 85,000
2nd–4th February 2028	Naivasha	3 Days	Climbing the Career Ladder: Professional Development for Emerging PR Leaders	30	Early Career	EC	Member – 35,000 Non-Member – 45,000
9th–11th February 2028	Nakuru	3 Days	Intelligence-Driven PR: AI Tools and Emerging Technologies for Communicators	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
16th –18th February 2028	Machakos	3 Days	The Networked Newsroom: Modern Media Relations Masterclass	30	Early/Mid Career	E/MC	Member – 35,000 Non-Member – 45,000
23rd February 2028	Virtual	Half Day	Communicating with Impact: Audience Insight and Message Design (Webinar)	5	All Levels	AL	Member – 5,000 Non-Member – 10,000
24th –25th February 2028	Nairobi	2 Days	Signal and Noise: Mastering Internal Communication and Employee Engagement	20	Mid Career	MC	Member – 15,000 Non-Member – 25,000
28th February –3rd March 2028	Mombasa	5 Days	Narrative Architecture: Strategic Brand Storytelling	50	Mid/ Advanced Career	M/AC	Member – 80,000 Non-Member – 85,000
6th–10th March 2028	Dubai	5 Days	Reputation Architects: Building and Protecting Organisational Reputation	50	Advanced Career	AC	TBA
16th–17th March 2028	Nairobi	2 Days	Green Voice: Communicating ESG, Sustainability and Corporate Responsibility	20	All Levels	AL	Member – 15,000 Non-Member – 25,000
20th –24th March 2028	Zanzibar	5 Days	AI in PR: Advanced Certification Programme	50	Advanced Career	AC	TBA
1st April 2028	Virtual	Half Day	Behind the Headlines: PR and Legal Collaboration in Practice (Webinar)	10	All Levels	AL	Member – 5,000 Non-Member – 10,000
5th –7th April 2028	Nakuru	3 Days	Data Protection, Privacy and Ethical Governance for PR Professionals	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
10th –14th April 2028	Kisumu	5 Days	From Manager to Leader: Navigating the Leadership Transition in Communications	50	Mid Career	MC	Member – 80,000 Non-Member – 85,000
20th –21st April 2028	Nairobi	2 Days	On the Record: Advanced Media Interview Skills and Spokesperson Training	20	Mid/ Advanced Career	M/AC	Member 15,000 Non-Member – 25,000

Date	Location	Duration	Programme	CPD Pts	Level		Investment (Kshs)
24th – 28th April 2028	Arusha	5 Days	Governance, Risk and Accountability in Communications	50	Advanced Career	AC	TBA
1st–5th May 2028	Istanbul, Turkey	5 Days	Voices of Influence: Public Affairs and Policy Advocacy Communication	50	Mid/ Advanced Career	M/AC	TBA
8th –12th May 2028	Eldoret	5 Days	Social Media Command: Platforms, Content and Community Management	50	All Levels	AL	Member – 80,000 Non-Member – 85,000
17th – 19th May 2028	Naivasha	3 Days	The Art of Protocol, Etiquette and Executive Presence	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
24th–26th May 2028	Machakos	3 Days	Communicating in the Age of Disinformation: Verification, Counter-Messaging and Digital Trust	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
1st–2nd Jun 2028	Virtual	2 Days	The Blueprint: Communication Strategy and Integrated Campaign Planning	20	Mid/ Advanced Career	M/AC	Member – 15,000 Non-Member – 25,000
20th – 23rd June 2028	Kisumu	5 Days	PR by the Numbers: Measurement, Analytics and Proving Communication Value	50	Mid/ Advanced Career	M/AC	Member – 80,000 Non-Member – 85,000
5th –7th July 2028	Naivasha	3 Days	ESG in Action: Driving Stakeholder Value through Responsible Communication	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
17th–21st July 2028	Mombasa	5 Days	Customer Care Excellence and Service Communication	50	Early/Mid Career	E/MC	Member – 80,000 Non-Member – 85,000
19th –21st July 2028	Nakuru	3 Days	Finance and Business Acumen for PR Professionals	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
24th-28th July 2028	Naivasha	5 Days	Stakeholder Power Map: Analysis, Dynamics and Engagement Strategy	50	Mid/ Advanced Career	M/AC	Member – 80,000 Non-Member – 85,000
7th –11th August 2028	Eldoret	5 Days	The Pen and the Platform: Writing for Corporate, Digital and Social Media	50	Early/Mid Career	E/MC	Member – 80,000 Non-Member – 85,000
14th–18th August 2028	Mombasa	5 Days	Data Intelligence: Social Media Analytics for Strategic Decisions	50	Mid/ Advanced Career	M/AC	Member – 80,000 Non-Member – 85,000
21st –25th August 2028	Nakuru	3 Days	Health and Pharmaceutical Communications: Strategy, Ethics and Compliance	30	Mid/ Advanced Career	M/AC	Member – 35,000 Non-Member – 45,000
28th August – 1st September 2028	Kisumu	5 Days	Voice and Vision: Press Release, Speech Writing and Public Speaking Mastery	50	Early/Mid Career	E/MC	Member – 80,000 Non-Member – 85,000
30th August– 1st September 2028	Nairobi	3 Days	Creator Economy Essentials: Introduction to Influencer Marketing	30	Early/Mid Career	E/MC	Member – 25,000 Non-Member – 35,000

Date	Location	Duration	Programme	CPD Pts	Level	Investment (Kshs)
6th-8th September 2028	Lusaka	5 Days	Emotional Intelligence and People Leadership for Communicators	30	Mid/ Advanced Career M/AC	TBA
11th-15th September 2028	Nakuru	5 Days	Influence Reimagined: Strategic Influencer and Creator Relations Management	50	Mid/ Advanced Career M/AC	Member – 80,000 Non-Member – 85,000
18th-22nd September 2028	Mombasa	5 Days	Under Fire: Crisis Response, Issues Management and Reputational Resilience	50	Mid/ Advanced Career M/AC	Member – 80,000 Non-Member – 85,000
27th – 29th September 2028	Naivasha	3 Days	Impact Investing in Communities: CSI Communication and Reporting	30	Early/Mid Career E/MC	Member – 35,000 Non-Member – 45,000
2nd-6th October 2028	London	5 Days	Pan-African Communications Leadership: Strategy Across Diverse Markets	50	Advanced Career AC	TBA
9th-13 October 2028	Naivasha	5 Days	Events by Design: Protocol, Logistics and Strategic Event Management	50	Early/Mid Career E/MC	Member – 80,000 Non-Member – 85,000
16th-20th October 2028	Cape Town	5 Days	The Strategic Communicator: Leadership in Public Service Communication	50	Advanced Career AC	TBA
TBA Nov 2028	Kenya	5 Days	PRSK 2028 Annual Summit and Awards	50	All Levels AL	Member – 80,000 Non-Member – 85,000
TBA Dec 2028	Washington	5 Days	The Policy Communicator: Advanced Public Affairs Leadership	50	Advanced Career AC	TBA

AC Advanced Career
 MAC Mid/Advanced Career
 MC Mid Career
 EMC Early/Mid Career
 AC Early Career
 AL All Levels

CPD

CALCULATE YOUR CPD POINTS

Members need 60 CPD points annually to maintain PRSK membership in good standing.

Programme Type	CPD Points	Notes
Half-day workshop / webinar	5–10	Attendance and completion required
1–2 day workshop	10–20	Attendance and completion required
3-day workshop	30	Attendance and completion required
5-day intensive programme	50	Attendance and completion required
6-day certification programme	60	Assessment required for certification award
PRSK Annual Summit and Awards	50	Full attendance across both days
External conferences (APRA)	20–50	Subject to PRSK approval

Terms and Conditions

- PRSK reserves the right to cancel or postpone a programme and will offer transfer to an equivalent programme.
- Programme fees do not include travel and accommodation costs.
- A 50% cancellation fee applies to delegates who fail to attend without written notice.
- Cancellations must be received in writing at least 7 days before the programme date.
- All queries should be directed in writing to admin@prsk.co.ke.
- Virtual delivery options are available for selected programmes — please enquire at registration.
- Customised in-house programmes are available for organisations wishing to train teams at a single organisation.
- Programmes are delivered through a combination of lectures, case studies, group exercises, simulations, role plays and practical assignments.



PUBLIC RELATIONS SOCIETY
OF KENYA

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