



PUBLIC RELATIONS SOCIETY
OF KENYA

REQUEST FOR PROPOSAL (RFP)

**CONSULTANCY SERVICES FOR THE DEVELOPMENT,
DESIGN AND PRODUCTION OF THE PRSK @55
COFFEE TABLE BOOK**

1. BACKGROUND

The Public Relations Society of Kenya (PRSK) is a duly registered Society under the Societies Act Cap 108, Registration No. 5802. Founded in 1971, PRSK is the recognised umbrella body for public relations and communication practitioners in Kenya, with an overriding mandate to advance excellence, professionalism, and ethical practice within the communication profession.

PRSK maintains affiliations with several regional and global bodies, including the Eastern Africa Public Relations Association (EAPRA), the African Public Relations Association (APRA), and the Global Alliance for Public Relations and Communication Management.

Over the past 55 years, PRSK has played a significant role in shaping the growth and evolution of the communication profession in Kenya through professional development, industry advocacy, thought leadership, ethical standards, and member engagement.

As part of the PRSK @55 Anniversary celebrations, the Society seeks to develop a commemorative Coffee Table Book that will capture the journey, milestones, people, and impact of the Society over five decades.

The publication will serve as a premium legacy resource documenting the evolution of public relations practice in Kenya, highlighting the individuals, institutions, partnerships, and moments that have contributed to PRSK's growth.

PRSK therefore invites qualified consultants, creative agencies, publishing houses, and communication specialists to submit technical and financial proposals for the development, design, and production of the PRSK @55 Coffee Table Book.

2. THEME OF THE PUBLICATION

Celebrating Our Legacy, Shaping Our Future

3. OBJECTIVE OF THE ASSIGNMENT

The overall objective of this assignment is to engage a qualified consultant to undertake research, editorial development, and writing for the PRSK @55 Coffee Table Book.

The specific objectives are to:

1. Develop a structured editorial framework for the Coffee Table Book aligned to the approved PRSK @55 theme.
2. Research and document PRSK's 55-year history, milestones and institutional development.
3. Capture stories, reflections, and insights from key stakeholders within the PRSK community and the wider communication profession.
4. Develop high-quality written content that reflects PRSK's legacy, influence and future direction.
5. Produce a complete manuscript ready for internal design, layout and production.

4. SCOPE OF WORK

The consultant shall develop the editorial structure, storytelling approach, and content framework in alignment with the PRSK@55 anniversary theme, **"Celebrating Our Legacy, Shaping Our Future."** The consultant shall, in close collaboration with PRSK Council and Secretariat, undertake the following:

4.1 Editorial Framework Development

1. Develop an editorial structure and content architecture for the Coffee Table Book.
2. Define the thematic flow of content aligned to the PRSK @55 narrative.
3. Develop a content roadmap to guide research and writing.

4.2 Research and Content Development

1. Conduct in-depth research into PRSK's history, evolution, and contribution to the communication profession.
2. Review PRSK archival materials, including historical records, publications, and institutional documentation.
3. Identify key milestones, defining moments, and institutional achievements.

4. Conduct interviews with selected stakeholders including:
 - Past Presidents
 - PRSK Council members
 - Long-serving members
 - Senior practitioners
 - Emerging professionals
 - Industry partners
5. Develop written narratives including:
 - Feature stories
 - Leadership profiles
 - Member stories
 - Historical accounts
 - Institutional milestones
 - Supporting captions and narratives

4.3 Content Development and Compilation

1. Develop a complete draft manuscript for the Coffee Table Book.
2. Organise content into structured sections aligned to the approved editorial framework.
3. Ensure consistency, clarity and alignment with PRSK's values and tone.
4. Incorporate feedback from PRSK during review stages.

5. EXPECTED DELIVERABLES

The consultant shall deliver:

1. Inception report outlining methodology, approach and work plan.
2. Editorial framework and content structure document.
3. Research and stakeholder engagement plan.
4. Interview guides and compiled interview notes.
5. Draft manuscript of the Coffee Table Book.
6. Final revised manuscript ready for design and production.
7. Final consultancy report documenting the process undertaken.

5.1 PUBLICATION SPECIFICATIONS

The PRSK @55 Coffee Table Book is expected to be a premium commemorative publication.

The consultant shall develop content suitable for a publication of approximately: **150 pages**

The final page count shall be determined in consultation with PRSK based on:

- depth of content developed;
- number of stories/features captured;
- historical materials available;
- overall narrative flow.

The content should be structured to support a visually engaging coffee table publication.

6. DURATION OF ASSIGNMENT

The assignment is expected to take approximately four (4) months from commencement, running between June and October 2026.

The final manuscript is expected to be delivered in good time to support design, production, and official launch during the PRSK @55 anniversary year.

7. ELIGIBILITY REQUIREMENTS

Proposals will be considered from consultants or firms that meet the following minimum requirements:

1. Proven experience in editorial development, institutional storytelling, publishing, or content development.
2. Demonstrated track record in producing high-quality publications such as coffee table books, corporate histories, annual reports, or commemorative publications.
3. Experience in conducting stakeholder interviews and developing narrative content.
4. Strong writing and editorial capabilities.
5. A team with expertise in research, writing, and editorial production.
6. Valid Certificate of Incorporation or professional registration.
7. Valid Tax Compliance Certificate.

8. PROPOSAL REQUIREMENTS

8.1 Technical Proposal

The technical proposal shall include:

1. Consultant/firm profile.
2. Understanding of the assignment.
3. Proposed methodology and approach.
4. Proposed editorial and research strategy.
5. Detailed work plan.
6. Team composition and CVs.
7. Relevant portfolio of similar assignments.
8. At least three (3) references for comparable work.

8.2 Financial Proposal

The financial proposal shall include:

- 1. Detailed cost breakdown of professional fees and related costs.
- 2. Payment schedule linked to deliverables.
- 3. All costs quoted in Kenya Shillings (KES), inclusive of applicable taxes.

9. EVALUATION CRITERIA

Proposals will be evaluated on a Quality and Cost-Based Selection (QCBS) basis:

	Criteria	Weight
1.	Understanding of the Assignment & Methodology	30%
2.	Relevant Experience in Similar Assignments	25%
3.	Team Qualifications & Competence	20%
4.	Work Plan & Delivery Approach	15%
5.	Financial Proposal	10%

Only technically qualified proposals will have financial proposals opened.

10. SUBMISSION DETAILS

Completed proposals (Technical and Financial) must be submitted in separate sealed envelopes clearly marked:

- 1. TECHNICAL PROPOSAL: Consultancy Services for PRSK @55 Coffee Table Book
- 2. FINANCIAL PROPOSAL: Consultancy Services for PRSK @55 Coffee Table Book

Submissions should be delivered to:

The Chief Executive Officer
Public Relations Society of Kenya (PRSK)
Wu Yi Plaza, Wing B, 2nd Floor
Galana Road, Nairobi, Kenya

On or before: **Friday, 7th August 2026.**



PUBLIC RELATIONS SOCIETY
OF KENYA

CONTACT PERSON

Any clarifications regarding this RFP should be addressed to:

The Chief Executive Officer
Public Relations Society of Kenya (PRSK)
Tel: +254 741 753 242
Email: prsk@prsk.co.ke

Annexure (Editorial Guideline)