



PRSK 2022 CPD CALENDAR

DATE / VENUE	COURSE TITLE	COURSE CONTENT HIGHLIGHTS	CPD POINTS	FEE	DURATION	LEVEL			
28 th February – 4 th March Nakuru	Digital and Social Media Management, Metrics, Measurement and Analysis	<ul style="list-style-type: none"> Introduction to the global and social media landscape Social media platforms (Twitter, Facebook, LinkedIn, Blogs, Instagram, You Tube, Tik Tok etc.) Content creation and curation Content planning and calendars Social media strategy Social media crisis communications and policies Fake news identification and verification Social media analytics Future of social media <p>Who Should Attend? This is an intermediate level workshop designed for practitioners who oversee their organization's social media communications as well as individuals responsible for implementing social media communications.</p>	50	Member 70,000/= Non-Member 75,000/=	5 Days				
23 rd – 25 th March Nairobi	Photography and Video Production	<table border="0"> <tr> <td style="vertical-align: top;"> <p>Photography</p> <ul style="list-style-type: none"> Introduction to photography Exposure in photography Focus and composition Practical photo shooting </td> <td style="vertical-align: top;"> <p>Videography</p> <ul style="list-style-type: none"> Introduction to videography Cameras and accessories Lighting in videography Sound/audio Practical video shooting session </td> <td style="vertical-align: top;"> <p>Introduction to Adobe Premiere</p> <ul style="list-style-type: none"> Basic editing practical Importing, timeline, audio Working with sound Correcting colour Editing Proper Outputting, compression, exporting, packaging, publishing </td> </tr> </table> <p><i>NB: It is essential participants bring their own digital cameras and laptops.</i></p> <p>Who Should Attend? This training workshop is designed for practitioners who may or may not have prior background in photography and video production and would like to learn the basics. It is also relevant for practitioners tasked with producing content for social media and websites.</p>	<p>Photography</p> <ul style="list-style-type: none"> Introduction to photography Exposure in photography Focus and composition Practical photo shooting 	<p>Videography</p> <ul style="list-style-type: none"> Introduction to videography Cameras and accessories Lighting in videography Sound/audio Practical video shooting session 	<p>Introduction to Adobe Premiere</p> <ul style="list-style-type: none"> Basic editing practical Importing, timeline, audio Working with sound Correcting colour Editing Proper Outputting, compression, exporting, packaging, publishing 	30	Member 50,000/= Non-Member 55,000/=	3 Days	Basic
<p>Photography</p> <ul style="list-style-type: none"> Introduction to photography Exposure in photography Focus and composition Practical photo shooting 	<p>Videography</p> <ul style="list-style-type: none"> Introduction to videography Cameras and accessories Lighting in videography Sound/audio Practical video shooting session 	<p>Introduction to Adobe Premiere</p> <ul style="list-style-type: none"> Basic editing practical Importing, timeline, audio Working with sound Correcting colour Editing Proper Outputting, compression, exporting, packaging, publishing 							
30 th March – 1 st April Naivasha	Creating Strategic PR Programs: Research, Planning, Implementation and Evaluation	<ul style="list-style-type: none"> Significance of PR programs/campaigns to corporate strategy Value of PR research, research methods and application PR programs/campaigns research and design Develop a problem solving approach aligning PR campaign strategy to organizational objectives Develop clear, realistic and effective PR programs/campaigns for a variety of scenarios Step by step process of developing PR programs/campaigns from objective setting to evaluation Examine a variety of PR programs/campaigns and what they can achieve Measure and evaluate the success of your programs/campaigns <p>Who Should Attend? This is an intermediate level course designed for practitioners with experience in PR and Communication who wish to enhance their understanding and practical skills in planning and managing effective PR and Communication campaigns</p>	30	Member 65,000/= Non-Member 70,000/=	3 Days	Intermediate			



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4 th – 8 th April Zanzibar	Leadership Bootcamp: Maximize Your Leadership Skills	<ul style="list-style-type: none"> Leadership and personal effectiveness Core leadership competencies Leadership self-awareness and emotional intelligence Analyse different leadership styles to understand your preferred leadership style Develop collaborative communication strategies Develop and sustaining high performance work teams Adapting to the changing environment Leadership best practices that drive organizational performance Simulating exercises and role play Experiential learning <p>Who Should Attend? This program is designed for senior leadership in Corporate Communications, Public and Development Communications. The workshop will provide a platform for Senior PR and Communications Managers to further their knowledge and skills in navigating the leadership landscape. It will help deepen their leadership skills in areas of problem solving, decision making, communication, team motivation and team building.</p>	50	Member 150,000/= Non-Member 160,000/=	5 Days	Advanced
18 th – 22 nd April Kisumu	Effective Strategic Internal Communication	<ul style="list-style-type: none"> Strategic role of internal communication Internal communication strategy and planning Internal communication tools/channels and techniques Integrated strategic approach to planning, developing and implementing effective internal communications and employee engagement Creating effective internal communication strategies that support organizational objectives Internal communications and employee wellbeing Measurement and evaluation of internal communication programmes <p>Who Should Attend? This is an intermediate level workshop is suitable for practitioners who have limited knowledge and experience in internal communication. It is recommended for practitioners required to design, manage or evaluate internal communication strategies and campaigns.</p>	50	Member 80,000/= Non-Member 85,000/=	5 Days	Intermediate
16 th – 21 st May Mombasa	Leading and Managing Strategic Communication	<ul style="list-style-type: none"> Strategic communication overview Aligning your communication strategy with corporate strategy Communication strategy development (use objective research techniques to create a properly targeted communication strategy) Securing C-Suite support for your communication strategy Plan, execute and evaluate your communication strategy <p>Who Should Attend? This is an advanced level workshop designed for practitioners who wish to enhance their competencies in managing and leading strategic communication and also learn how they can overcome communication challenges in their organizations ultimately improving management of communication within their organizations.</p>	50	Member 80,000/= Non-Member 85,000/=	5 Days	Advanced



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30 th May – 4 th June Kuala Lumpur, Malaysia	C-Suite Seminar: Strategic Thinking and Corporate Planning	<ul style="list-style-type: none"> Corporate governance and leadership Strategic thinking and corporate planning overview Strategy development and choice Embedding strategy in the organization Beyond strategic planning: From implementation to sustainment Challenges in strategy implementation and why strategies fail Managing challenges of strategy implementation <p>Who Should Attend? This seminar is designed for senior practitioners involved in formulating and supporting the long term planning and strategy for their departments and organizations and wish to enhance their strategic thinking and planning skills to become more forward thinking. Participants will gain competencies needed to become strategically minded and forward thinking, develop greater foresight and make a strategic contribution to the organization and its strategy.</p>	50	Member 150,000/= Non-Member 160,000/=	5 Days	Advanced
13 th – 17 th June Mombasa	Crisis and Issues Communication Management	<ul style="list-style-type: none"> New trends in reputation management Importance of perception, trust, credibility and achievement of organizational objectives Risk mapping: Mapping problematic issues and potential crises Media management in crisis communication Exploring the power of PR and legal collaboration during organizational crisis <p>Who Should Attend? This is an intermediate level course for practitioners who wish to gain greater understanding of crisis communication and want to be challenged by realistic scenarios. It is recommended for all those involved in planning, preparing and responding to communication issues during a crisis.</p>	50	Member 80,000/= Non-Member 85,000/=	5 Days	Intermediate
29 th – 30 th June Nairobi	Sustainability Conference Beyond CSR: Enhancing social impact investing and sustainability	<ul style="list-style-type: none"> Unpacking the sustainability agenda Advancing the sustainability agenda in the Boardroom: Effective Corporate Governance for Sustainable Development Social Return on Investment (SROI): Best practices and latest trends The future of ESG: Where do we think ESG is going and why is it relevant? 	20	TBA	2 Days	All levels
13 th – 15 th July Nairobi	Strategic Development Communication	<ul style="list-style-type: none"> Development communication strategies Strategies for sustainable development Strategic communication for sustainable development Challenges of development communication Tackling development communication challenges 	30	Member 50,000/= Non-Member 55,000/=	3 Days	Intermediate



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25 th – 29 th July Nakuru	Stakeholder Engagement, Communication, Resource Mobilization and Fundraising	<ul style="list-style-type: none"> Overview and concepts in resource mobilization and fundraising Resource mobilization strategies and process Challenges in resource mobilization and fundraising Mechanisms and tools for resource mobilization and fundraising Resource mobilization and donor relationship management Fundraising/donor communication <p>Who Should Attend? This is an intermediate level course designed for practitioner responsible for developing fundraising proposals and donor communication. Participants will gain insights in resource mobilization strategies and donor relationship management.</p>	30	Member 65,000/= Non-Member 70,000/=	3 Days	Intermediate
5 th – 9 th September Kisumu	Campaigns, Projects and Events Management	<ul style="list-style-type: none"> Significance of events for your PR and Communication strategy Risk and crisis management for events Diplomacy and lobbying Events management logistics Project management in events Media management for events Managing 3rd party suppliers Monitoring and evaluation after an event Event post analysis <p>Who Should Attend? This is an intermediate level course designed for practitioners who have responsibility for delivery of events and wish to advance their proficiency and competence in delivering impactful events. It will provide a comprehensive foundation in all the basics of event management to enable participants to tackle event planning and management.</p>	50	Member 80,000/= Non-Member 85,000/=	5 Days	Intermediate
19 th – 23 rd September Mombasa	Rethink, Refresh Your Employee Engagement Strategy	<ul style="list-style-type: none"> Current internal communication trends Hybrid workforce communication practices Aligning HR and internal communications From internal communications to employee engagement Rethink and refresh your internal communications and engagement strategy Facilitating change through communication Measurement and evaluation Looking into the future: What next for employee experience? <p>Who Should Attend? This is an advanced level course designed for senior practitioners/heads of department with the responsibility for employee engagement in their organizations. It is also recommended for those in broader functions such as HR who take on responsibility for employee communication. Participants will gain insights and understanding on how they can enhance their employee engagement strategy to adapt to the changing dynamics and unlock greater levels of employee engagement.</p>	50	Member 80,000/= Non-Member 85,000/=	5 Days	Advanced



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17 th – 22 nd October Washington DC, USA	Communication and Leadership	<ul style="list-style-type: none"> Communicating as a trusted leader Building trust: How to be an authentic, ethical senior leader Building powerful professional networks/strategic relationships Conflict management procedures and resolution strategies Develop superior communication skills Develop a communication plan for senior leaders Transformational leadership skills Leading through persuasion and influence <p>Who Should Attend? This is an advanced level workshop designed for senior leadership seeking to enhance their communication skills and also strengthen their leadership abilities to help them achieve greater success at all levels of the organization.</p>	50	TBA	5 Days	Advanced
14 th – 18 th November Mombasa	PRSK Annual Summit	TBA	40	Member 65,000/= Non-Member 70,000/=	5 Days	All levels
25 th November 2022 Nairobi	PRSK Annual Awards	PRSK Annual Awards for Excellence and Gala Dinner	5	Member 5,000/= Non-Member 7,000/=	1 Day	All levels
5 th – 10 th December 12 th – 17 th December Dubai, UAE	PRSK Executive Seminar on Policy Communication	<ul style="list-style-type: none"> Public policy formulation and implementation Communication for public policy delivery Stakeholder engagement and dialogue <p>Who Should Attend? This seminar targets practitioners in leadership roles involved in public policy formulation and implementation and those who wish to enhance their understanding and knowledge in strategic communications to deliver effective policy results.</p>	50	Member 150,000/= Non-Member 160,000/=	5 Days	Advanced