



PRSK 2022 CPD CALENDAR

DATE / VENUE	COURSE TITLE	COURSE CONTENT HIGHLIGHTS	CPD POINTS	FEE	DURATION	LEVEL
14 th April 2022 Nairobi	Research Methods for Strategic Communication	<ul style="list-style-type: none"> Variety of research methods for PR and Communication Fundamental steps to take when conducting research using the identified methods Analysing your research data Applying research findings to make informed and strategic decisions 	10	Member 10,000/= Non-Member 15,000/=	1 Day	Intermediate
26 th May 2022 Nairobi	PR Measurement and Evaluation	<ul style="list-style-type: none"> Overview of latest thinking on measurement and evaluation Guiding principles of measurement and evaluation Measurement and evaluation in a post pandemic world Applying measurement and evaluation to your PR campaigns/programs 	10	Member 10,000/= Non-Member 15,000/=	1 Day	Intermediate
9 th June 2022 Nairobi	Engaging Political Stakeholders	<ul style="list-style-type: none"> Understand stakeholder expectations Engaging stakeholders Political intelligence/managing conflicts Stakeholder management techniques Approaches and tools for strengthening stakeholder engagement Designing successful strategies for stakeholder engagement 	10	Member 10,000/= Non-Member 15,000/=	1 Day	Intermediate
21 st July 2022 Nairobi	Mental Health: Managing Stress and Employee Well Being	<ul style="list-style-type: none"> Understanding the difference between pressure & stress Managing our body to overcome stress How thoughts cause feelings Effective stress management techniques Managing stress and employee wellbeing 	10	Member 10,000/= Non-Member 15,000/=	1 Day	All Levels
4 th August 2022 Nairobi	PR Data Driven Decisions and ROI	<ul style="list-style-type: none"> PR Data Driven Decisions Data & Analytics Reshaping the PProfession The Role of Data Driven Insights in PR and Communication Management Benefits of Data Driven PR in decision making 	10	Member 10,000/= Non-Member 15,000/=	1 Day	Intermediate/ Advanced
30 th August 2022 Nairobi	Graphic Design and Animation	<ul style="list-style-type: none"> Understand the principles and various elements of design Gain practical skills in Adobe software (Illustrator, Photoshop, InDesign) Understand the design cycle Typography How to create a portfolio and start your own graphic design business 	10	Member 10,000/= Non-Member 15,000/=	1 Day	Basic
15 th September 2022 Nairobi	Finance for Non Finance Managers	<ul style="list-style-type: none"> Interpreting financial terminologies Understanding financial statements/reports Analysis and interpretation of financial statements/reports Financial communication – what the audience (s) are looking for) 	10	Member 10,000/= Non-Member 15,000/=	1 Day	All Levels