

The President's Desk

BOUNCING BACK

Dear Colleague,

A normal November would have been characterised by preparations for holiday plans and fair time at the white sandy beaches. However, if there is something that 2020 has taught us is that the only constant is change.

As we get into the last quarter of the year and the world is keen on bouncing back, we have to exercise caution as health experts warn of a second wave of COVID-19. While we have been faced with adversity the past few months, our role as Public Relations professionals continues to thrive. And I would ask all of us to leverage on this to cement our roles in our respective organizations.

2020 Annual Summit

Our annual summit this year will be a hybrid of both physical and online meetings. Scheduled to take place in Mombasa from 2nd to 4th December, the summit themed *Building Trust and Stakeholder Value During Uncertainty*, will delve on discussions around the ongoing crisis, what we did right, where we got it wrong and what the future of our profession looks like owing to this massive disruption.

We do look forward to hosting you for thought-provoking discussions. We have sought for a host of well-seasoned practitioners both locally and internationally to share insights on this theme.

The charges are as highlighted below:

- a) **Physical Summit - Ksh 65,000 and Ksh 70,000 for non-members respectively**
- b) **Online Summit - Ksh 30,000 and Ksh 35,000 non-members**

Please get in touch with *Leah Eshitemi* on admin@prsk.co.ke for personalised invitations and registration details.

Annual Gala Awards

We will be holding a virtual Gala Awards this year. We would have loved to celebrate all the amazing campaigns that were done this year amidst the pandemic in person but unfortunately, that will not be possible.

However, we have planned out a one-of-a-kind Gala awards for you. Please click on this [link](#) to get the awards guidelines.

Progress on the Proposed IPRAC Bill

The Council has had a series of engagements with various stakeholders who are critical in our law-making journey. We have since made substantial progress since the validation workshop and I am pleased to inform you that our Bill is on track.

I would like to thank our colleagues at the Ministry of ICT, National Communications Secretariat and National Assembly for their support so far. We will be reaching out to some of you as well who work in the political field. All we ask is you open the door when we come knocking.

2020 Annual General Meeting

We will be holding an elective AGM on 11th November 2020 from 1PM. This year's general meeting will be virtual via Microsoft Teams.

Please note the following:

1. This will be an elective AGM, and like any other General Meeting, participation is only for paid up members. Kindly ensure that you are up to date. To check the list of paid up members click [here](#). If you are up-to date and aren't on the list, kindly get in touch with the membership team via membership@prsk.co.ke / admin@prsk.co.ke
2. We have five vacant positions in the upcoming elections: Secretary, Assistant Treasurer and three Council members. Please click [here](#) to download the election nomination form.
3. Election guidelines will be shared by the Returning officer. Please be on the look-out for communication on the same.

As we enter the electioneering season, I ask that all of us exercise responsibility and integrity in our campaigning.

As I conclude, I still reiterate on the importance of personal responsibility in the fight against COVID-19. Please ensure you observe guidelines by the Ministry of Health so you may keep you and your loved ones safe from the virus.

Spread the love and stay safe!



Dr Wilfred Marube, MPRSK
President, Public Relations Society of Kenya