



**2018 PUBLIC RELATIONS SOCIETY OF KENYA ANNUAL  
SUMMIT  
RESEARCH AND PRACTICE COLLOQUIUM  
MOMBASA, KENYA  
NOVEMBER 14<sup>TH</sup> – 16<sup>TH</sup> 2018**

**BACKGROUND**

Every year, the Public Relations Society of Kenya brings together public relations and communications professionals to share their experiences and knowledge and to reflect together on major issues affecting the profession.

The three-day Public Relations Society of Kenya Annual Summit includes a research and practice colloquium introduced as a new component to address academia needs, a full day of discussions and presentations featuring leading educators, researchers and practitioner thought-leaders.

The Summit has become a unique opportunity to engage professionals, academics and students from across the nation and globally in the key challenges facing the profession, to advance thinking and research and share best practices. It builds a bridge between the academic and practitioner communities and is for the benefit of both.

**CALL FOR ABSTRACTS/PAPERS**

For the last three years, the role of PR has come under great scrutiny in both the public and private sector. As roles overlap, many seem to think that PR is taking a back burner overtaken by TV, radio, advertising, and digital marketing.

The industry reality is one that is grim. Employers complaints are on the rise as the graduates produced from our local universities continue to be ill prepared for the realities of the PR marketplace. More and more both in-house and agency public relations professionals feel that they being aligned to marketing departments. Corporate organizations are starting to position PR as a department under marketing. PR departments continue to be accused on propagating propaganda with global reputation agencies put on the spot for pushing negative narratives.

What will practitioners do to safeguard the relevance of PR and communications and better align it with organizational priorities?

This Summit must answer, how do PR practitioners bring change to the profession by looking at: who practices PR, how PR is practised, who are the consumers of PR and why, what is the essence of PR and how PR is delivered to have the greatest impact.



This call for abstracts is part of the 27<sup>th</sup> Public Relations Society Annual Summit that will be held in November 14<sup>th</sup> – 16<sup>th</sup> 2018 in Mombasa Kenya. The theme is: *The evolution of Public Relations: Safeguarding the future of a practice.*

## **RESEARCH AND PRACTICE COLLOQUIUM SUBMISSIONS**

We know that the theory and practice of public relations is developing into multi- discipline, therefore the Research forum invites speakers from many disciplines of knowledge.

Academic researchers, educators, top-level practitioners, graduates from around the world are invited to submit abstracts of maximum 300 words in English, that related to the main theme: *The evolution of Public Relations: Safeguarding the future of a practice.*

The submissions should revolve around the 2018 Summit theme and the sub-themes:

- Relooking the public relations curriculum in Kenya to re-base the gap between public relations training and practice
- Value, evaluation, and measurement of public relations
- Ethics in the public relations profession
- Regulation of the public relations profession
- Trends in public relations: past, present and future
- Assessment of the practices of public relations in Kenya
- The role of public relations in driving the big 4 agenda

The submissions will go through a double-blind review and the authors of the highest quality abstracts will be invited to submit full papers for presentation at the 2018 PRSK Summit. Full papers of a maximum of 6000 - 8000 words will be considered for publication in PRSK website.

## **ABSTRACT SUBMISSIONS GUIDELINES**

1. Abstracts must be approximately 300 words (excluding references), 12 point Arial with single line spacing.
2. Abstracts should clearly highlight the objectives, problem, methodology, key findings/results, conclusion, recommendations and at least six key words.
3. Abstracts should be submitted in English.
4. Abstracts are to be submitted in Microsoft Word and PDF formats
5. No images may be submitted as part of an abstract submission.
6. Abstracts can be work research proposals, ongoing or completed research by the Summit submission deadline.
7. Abstracts must be received before September 15<sup>th</sup> 2018 at 5:00 pm on [admin@prsk.co.ke](mailto:admin@prsk.co.ke)
8. Abstracts not adhering to the above guidelines will not be considered for review.



## **Key Research and Practice Colloquium Dates and Deadlines**

August 20 <sup>th</sup> 2018	Submission of abstracts opens
September 15 <sup>th</sup> 2018	Submission of abstracts closes
September 28 <sup>th</sup> 2018	Notification of abstract decisions, authors of accepted abstracts to be invited to submit full papers
October 14 <sup>th</sup> 2018	Full papers and presentation due
November 14 <sup>th</sup> – 16 2018	2018 PRSK Annual Summit
February 14 2019	Best papers published in PRSK website