

New Challenges, New Opportunities

Dear PRSK Members and Colleagues,

It's the new year! And what a pleasure it is to usher this amazing team to 2022, a year of new possibilities, challenges and opportunities. If there is one thing the events of the past two years have taught me is the importance to seize the moment and not letting anything slip through your fingers. I'm confident that this year will present a fresh start to us and massive opportunities for communications professionals. This being an election year, I challenge you to step up and help our leaders in drafting their communication strategies around their election campaigns. Our nation depends on us, so let's take up this patriotic duty and show them how it's done!

Membership Engagement

Membership is at the core of PRSK and I thank you for being our member and supporting us by being a part of our activities. This year, I want us to do things a little differently. As our team in the Secretariat is working on programs to ensure you maximize on membership value, I would like us to work together to ensure no one is left behind. Our programs this year will factor in everyone: those who have well advanced in their careers, the intermediate, beginners and students. We invest our most precious resource – time – where we receive the most value. I ask you to grab that opportunity and ensure you sign up for as many programs as possible.

Remember, your membership will pay the highest dividends based on how much of yourself you invest. So, how involved are you in matters PRSK? The best way to develop professional relationships is to actively participate in one of our many committees. It doesn't have to be an overwhelming time commitment but I assure you that your time will be respected and your ideas valued. We need you, and I believe you need us too.

Certified Public Relations and Communication Management Professional Course

This dream has finally become a reality and I would like to sincerely thank you for your patience. To the dream team that worked on this led by Prof Murej Mak'Ochieng, your contribution to this historic moment will be footnoted in PRSK history. Colleagues, I am pleased to inform you that the first batch of students will be signing up in this quarter. We will share the course outline including cost and duration of the course by end of this month. Looking forward to seeing you in class in a couple of weeks. Let's do this #TeamPR!

The IPRAC Bill

Colleagues, I am happy to report that the various engagements that the CEO and her team have had regarding our Bill have finally paid off. Our Bill was forwarded for publication and the next step is submitting it to the House as official house business for deliberation by Members of Parliament.

I must commend the team on this progress and ask for your patience as we do our best to get the Bill passed before the Parliament goes on recess for elections.

CPD Programs

As promised, our calendar this year will have a good mix of programs to ensure we leave no one behind. From webinars, masterclasses and week-long programs within and without the country, we have got you covered. The calendar will be on our website by end of the week and I urge you to take your time and identify courses that will help your career grow. Please feel free to share your ideas with us via admin@prsk.co.ke / prsk@prsk.co.ke

Networking

Isn't networking at the top of the priority list for each of us? Whether you're new to the profession or have 20+ years' experience, the need to connect with other communication professionals for advice, camaraderie, collaboration and job searching never loses its merit. We have so much in store for you this year and I can't wait for my team to share the calendar with you. The saying, "your network is your net worth," never goes out of fashion.

Last Word

Colleagues, we have sadly lost one of our own, Dr. Rahab Nyaga, who until her untimely demise was the Academic Dean and Head of Communication, Languages and Linguistics at Pan Africa Christian University. We will especially remember her for her contribution in the development of the draft Institute of Public Relations and Communication Management (IPRAC) Bill, whose taskforce she chaired. As we await further direction on funeral arrangements, we pray for fortitude for Mwalimu's family and friends. May her soul Rest in Peace!

Finally, as you set your personal targets for 2022, my challenge for you is to introduce at least one member to #TeamPR in every quarter. There are so many professionals out there who aren't members of PRSK; I believe they are within our networks. I would like us to grow our membership base together. My goal is to help more PR and communication professionals see the value of being a member of a professional body.

If you're on the fence or have questions, I would be happy and honored to have a one-on-one conversation with you. I'd like to hear how we can provide more value to you.

The future depends on what you do today. - Mahatma Gandhi



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