



PUBLIC RELATIONS SOCIETY
OF KENYA



2025-2026 PRSK TRAINING CATALOGUE

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1

Digital Public Relations and Social Media Management

1. Digital Public Relations and Social Media Management

In recent years, the digital landscape has revolutionized the field of Public Relations and Communication. With increasing reliance on social media platforms, organizations now have unprecedented opportunities to engage with their audiences across multiple channels and devices. To thrive in this dynamic environment, communication professionals must adapt by acquiring new skills tailored to the digital realm.

Our training courses are designed to empower participants with the latest knowledge and skills in digital public relations and social media management. Through these courses, participants will gain practical insights and techniques to create impactful content for various social media platforms.

Specifically, the Digital Public Relations and Social Media courses will equip participants with the following:

- Understanding of digital tools and platforms to build online authority, reputation and trust for their brand/organization.
- Knowledge of best practices in digital content strategy, including audience personas, digital storytelling and digital innovation.
- Skills in measuring the effectiveness of digital communication efforts to optimize strategies for success.

Whether you are a seasoned professional or new to the field, attending any of these courses will provide valuable insights and refresh your skills to meet demands of today's digital landscape.

Digital Public Relations and Social Media Management Course Options

1. Dive into Digital: A Primer on Social Media Management – Basic/Early Career (0 to 5 Years)
2. Power of Data: Mastering Social Media Analytics for Strategic Decision Making (6 to 10 Years)
3. Mastering Social Media for Organizational and Personal Branding (11 to 15 Years)

1.1 Dive into Digital: A Primer on Social Media Management

1.1.1 Introduction

The main objective of this training workshop is to provide participants with an in-depth understanding of digital and social media platforms, essential for navigating the landscape of PR and Communication effectively. Specifically designed to equip participants with the latest tools, tactics, emerging trends, and techniques, this workshop will empower them to establish and manage a strong corporate online presence across key platforms including Facebook, Twitter, Instagram, YouTube, and LinkedIn. Participants will explore third-party tools crucial for day-to-day workflow, encompassing research, measurement, and reporting.

It will provide best practice recommendations regarding developing engaging content as well as key guidelines and policies to use social media effectively. It will pay particular attention to scheduling and planning content, developing a social media plan, and practical tips regarding measurement and analysis of digital activity to enable participants validate their digital and

social media communication efforts.

Participants will gain foundational knowledge and practical skills in social media management, including content creation, audience engagement, platform optimization, and basic analytics. By the end of the course, participants will be equipped with the essential tools and strategies to effectively manage social media accounts and support organizational goals.

1.1.2 Course Content Highlights

- Introduction to the Global and Social Media Landscape - Gain insights into the evolving landscape of digital and social media platforms and understand their impact on PR and Communication practices.
- Social Media Platforms - Explore key social media platforms such as Twitter, Facebook, LinkedIn, Blogs, Instagram, YouTube, TikTok, etc., and learn how to leverage each effectively.
- Content Creation, Curation, and Generation - Acquire critical skills in crafting engaging content and curating relevant content to build a strong brand presence.
- Content Planning and Calendars - Learn how to set up and manage content calendars for consistent and strategic content delivery.
- Introduction to AI and its Role in Social Media - Understand the role of Artificial Intelligence (AI) in revolutionizing social media and explore AI tools for content creation, audience targeting, and sentiment analysis.
- Social Media Marketing Plans - Develop comprehensive social media marketing plans, encompassing research, objectives, strategy, and execution.
- Social Media Crisis Communications and Policies - Gain insights into handling social media crises effectively and develop crisis communication policies.
- Future of Social Media - Explore emerging trends and future directions in social media to stay ahead of the curve.

1.1.3 Learning Outcomes

By the end of this training workshop, participants will be able to:

- Understand the applicable social media platforms and enhance their usage with emerging tools.
- Implement social media best practices to engage their audience effectively.
- Develop and execute comprehensive social media plans/strategies.
- Create effective social media campaigns and marketing plans.
- Utilize social listening and AI tools for content analysis and audience insights.
- Measure and prove the value of PR and social media activity using tools like Google Analytics.
- Establish campaign goals, KPIs, and other important metrics for tracking success.

1.1.4 Training Methodology

The training workshop will combine lectures, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

1.1.5 Who Should Attend?

This is an entry level workshop is designed for practitioners responsible for managing their organization's social media presence seeking to enhance their skills in the areas of social media management.



...Content Planning and Calendars - Learn how to set up and manage content calendars for consistent and strategic content delivery...

1.2 Power of Data: Mastering Social Media Analytics for Strategic Decision Making

1.2.1 Introduction

The main objective of this training workshop is to equip participants with the skills to analyze and interpret data effectively, focusing on key metrics used in measuring digital and social media performance. Participants will learn how to evaluate their organization's digital and social media efforts to provide actionable insights for decision-making. Participants will also master the analysis and interpretation of data by understanding key metrics used in measuring digital and social media performance.

1.2.2 Course Content Highlights

- Digital Marketing Concepts - Explore the role of social media analytics within the broader context of digital marketing.
- Algorithms and Content Performance - Understand how algorithms influence the visibility and performance of content.
- Social Media Listening and Monitoring - Learn techniques for effective listening and monitoring across platforms.
- Social Media Analytics - Dive into the metrics that matter for measuring success.
- AI in Social Media Analytics - Discover how AI tools are transforming data analysis and insights.
- Social Media Audit and Paid Social Analytics - Conduct audits to evaluate performance and understand paid social strategies.
- Reporting and Social Media KPIs - Identify key performance indicators that drive success.
- Fake Media & Content Verification - Learn to identify and verify fake media and content.

1.2.3 Learning Outcomes

By the end of this training workshop, participants will be able to:

- Understand key areas of digital and social media performance.
- Identify essential metrics for various aspects of digital and social media.
- Set realistic targets and benchmarks for performance.
- Select and utilize appropriate tools for measuring success.
- Comprehend the impact of AI on monitoring and evaluation processes.
- Analyze and interpret collected data effectively.
- Establish critical measurement goals and metrics to demonstrate the value of their work.

1.2.4 Training Methodology

The training workshop will combine lectures, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

1.2.5 Who Should Attend?

This is an intermediate level course designed for practitioners who oversee their organization's social media communications who seek to enhance their skills in social media management and transform data into effective actions.

1.3 Mastering Social Media for Organizational and Personal Branding

1.3.1 Introduction

This main objective of this training workshop is designed to equip participants with the knowledge and skills needed to effectively leverage social media for both organizational and personal branding. Participants will explore key strategies, tools, and trends that drive successful branding in the digital landscape. Participants will be empowered with the skills and knowledge needed to effectively leverage social media for both organizational and personal branding. They will explore essential strategies, tools, and trends that drive successful branding in the digital landscape.

1.3.2 Course Content Highlights

- AI and Social Media - Explore how artificial intelligence can enhance social media strategies, from content creation to audience engagement.
- Social Media Workflow - Establish efficient workflows for content creation, scheduling, and community engagement to optimize your social media efforts.
- Social Media Listening and Monitoring - Master techniques for listening to your audience and monitoring brand sentiment across various platforms.
- Social Media Analytics - Dive into key metrics and analytics tools to evaluate and refine branding efforts and improve engagement.
- Understanding the Dynamics of Social Media Branding - Gain insights into how social media dynamics influence brand perception and engagement.
- Crafting Your Digital Persona - Learn how to leverage social media to build and enhance your organizational and personal brand.
- Crafting Your Brand Story on Social Media - Discover techniques for storytelling that resonate with your audience and strengthen your brand identity.
- Misinformation and Crisis Communication - Learn to identify misinformation and develop effective communication strategies to manage crises and protect brand integrity.
- Mastering Social Media for Professional and Personal Success - Develop strategies to utilize social media as a tool for career advancement and personal growth.
- Future of Digital - Explore emerging trends and technologies that will shape the future of social media and branding strategies.

1.3.3 Learning Outcomes

By the end of the training workshop, participants will be able to:

- Leverage AI tools to optimize social media strategies and content delivery.
- Identify and address misinformation while crafting effective crisis communication plans.
- Analyze social media metrics to evaluate and improve branding efforts effectively.
- Implement social media listening strategies to understand audience needs and preferences.
- Create streamlined workflows for efficient social media management.
- Understand the dynamics of social media branding to enhance brand perception.
- Craft a compelling digital persona and brand story that resonates with target audiences.
- Utilize social media for professional and personal development.
- Anticipate and adapt to future digital trends to maintain a competitive edge in branding.



..Social Media Audit and Paid Social Analytics - Conduct audits to evaluate performance and understand paid social strategies....

1.3.4 Training Methodology

The training workshop will combine lectures, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

1.3.5 Who Should Attend?

This is an advanced level course designed for designed for participants looking to enhance their organizational or personal brand through effective social media practices.



2

Media Relations Management Courses

2. Media Relations Management Courses

Building solid relationships based with the media is a vital part of any communications strategy. Your message, brand and reputation hinge largely on how the public perceives you. The media whether traditional, digital or social is an important player in this. The courses are designed to help participants understand the media, its challenges and goals. Participants will develop strategies and skills for dealing with the media in a professional, responsible and fair manner. They will also provide practical insights into how journalists and news outlets use media for their work and public relations and communications professionals can engage with media.

The course will employ a wide variety of proven adult learning techniques to ensure effective assimilation and retention of the information presented. The sessions will be highly interactive and learning will be facilitated using discussions, case studies and group and individual exercises.

Media Relations Management Course Options

1. Mastering Media Relations 101 - Basic/Early Career (0 to 5 Years)
2. Media Strategy and Management - Intermediate/Mid Career (6 to 10 Years)
3. Advanced Media Relations Skills - Advanced/Advanced Career (11 to 15 Years)



...This is an entry level course designed for entry level practitioners new to the role of media relations. The course will provide participants with knowledge and skills to build great relationships with media and develop their interpersonal skills on how to effectively manage media....

2.1 Mastering Media Relations 101

2.1.1 Introduction

The overall objective of this workshop is to equip participants with in-depth knowledge critical for mastering media relations.

The workshop will focus on developing participants' competencies on understanding the media landscape, navigating through the media landscape and building solid relationships with media. It will demonstrate how participants can work with media and how they can build effective long lasting relationships with journalists/media.

2.1.2 Course Content Highlights

- Media mapping: Understanding your media landscapes
- Principles of media relations
- How media works: Understanding the editorial process
- How to deal with media: Understanding media expectations
- Writing effective press releases

2.1.3 Learning Outcomes

By the end of the training workshop, participants will be able to:

- Understand current media realities/trends, challenges and expectations
- Know and understand the operations of different media
- Understand journalists and news organizations
- Understand how to network and nurturing solid relationships
- Craft a newsworthy story pitch
- Develop successful media handling skills

2.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

2.1.5 Who Should Attend?

This is an entry level course designed for entry level practitioners new to the role of media relations. The course will provide participants with knowledge and skills to build great relationships with media and develop their interpersonal skills on how to effectively manage media.

2.2 Media Strategy and Management

2.2.1 Introduction

The overall objective of this workshop is to equip participants with knowledge in media strategy and management. Participants will gain in-depth knowledge they need to effectively manage media by forming solid networks through strategic communication planning. This workshop is designed to provide practical and hands-on tools that will enhance participant's skillset in handling media.

This highly-interactive training seminar has been specifically designed to provide PR professionals the tools, tactics and techniques they require to help them avoid the pitfalls and exploit the incredible marketing opportunities associated with the effective use of social media.

Participants will walk away from this training with practical knowledge on best practices in using social media platforms to create strong on-line brand identities, improve sales/publicity effectiveness, and enable better customer loyalty and retention.

2.2.2 Course Content Highlights

- Master the art of pitching
- Message development and interviewing
- Developing a media relations plan/developing a media strategy
- The power of media partnerships
- Message development and media relations strategy

2.2.3 Learning Outcomes

By the end of the training workshop, participants will be able to:

- Gain an understanding of how to meet journalist's expectations while achieving your objectives
- Capability to handle contentious and sensitive issues

2.2.4 Training Methodology

This training seminar is highly-interactive and encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, and breakout sessions designed to reinforce new skills. The comprehensive training has been developed to be practical.

2.2.5 Who Should Attend?

This is an intermediate level course designed for learners who manage media relations as part of their wider PR responsibility.

2.3 Advanced Media Relations Skills

2.3.1 Introduction

The overall objective of this workshop is to develop participants' capabilities to tell and communicate their organization's story and become corporate advocates during media interviews. The workshop will focus on strategic engagement with journalists at a senior editorial level. This is a highly practical training workshop that will enable participants to become influential advocates for their organizations.

Participants will have the chance to learn key lessons and also put into practice techniques learnt through a range of simulated media interviews

2.3.2 Course Content Highlights

- Developing media relations skills and interview preparation
- Preparing for media interviews (print and broadcast)
- Preparing and supporting your spokesperson before and during media interviews

- Building authority in media relations
- Ethics in media relations
- Communicating with impact and authority

2.3.3 Learning Outcomes

By the end of the training workshop, participants will be able to:

- Understand how to engage strategically with media at an editorial level
- Build authority in media through thought leadership
- Navigate media ethics

2.3.4 Training Methodology

This training seminar is highly-interactive and encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, and breakout sessions designed to reinforce new skills. The comprehensive training has been developed to be practical.

2.3.5 Who Should Attend?

This is an advanced level course designed for professionals in senior roles, aspiring to learn how to confidently handle all kinds of media interactions and display leadership. The course is recommended for Senior Managers and Directors with existing experience of handling media and whose advancing career now requires them to engage at a more strategic level.



...This training seminar is highly-interactive and encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, and breakout sessions designed to reinforce new skills....



3

Reputation and Crisis Management Courses

3. Reputation and Crisis Management Courses

In today's dynamic world, reputations that took a lifetime to build can be lost in an instant. Gaining knowledge on how to build, manage, defend, and grow your organization's reputation is essential for any communicator. This course series will guide participants through the critical elements necessary to master reputation management. Starting with foundational concepts, the courses will explore actionable strategies that are measurable and aligned with your organization's core values. Participants will learn distinctive ways to cultivate a reputation that reflects their organizational goals and ethics.

These courses are designed for high-performing aspiring leaders, managers, and executives who want to enhance their skills in reputation management, lead reputation management initiatives, and master crisis leadership and communication best practices.

Reputation and Crisis Management Course Options

1. Reputation Management Strategies for Leadership - Advanced/Advanced Career (11 to 15 Years)
2. Crisis Leadership - Advanced/Advanced Career (11 to 15 Years)
3. Crisis and Issues Communication Management - Intermediate/Mid Career (6 to 10 Years)

3.1 Reputation Management Strategies for Leadership

3.1.1 Introduction

The training workshop is designed to provide participants with an understanding of the importance of reputation management and how they can build up a reputation as a trustworthy organization that communicates effectively with its stakeholders. Participants will gain in-depth knowledge on how to manage corporate reputation strategically through effective communication and stakeholder engagement. They will learn how to promote and defend their organization's reputation by taking a strategic approach to reputation and issues management. Participants will understand how actively managing reputation is part of a communicator's operational and communication functions. They will also be taken through strategies they can use to protect and enhance reputation. At the end of the training workshop, participants will be equipped with knowledge to explore, build, sustain, and defend their organization's reputation.

3.1.2 Course Content Highlights

- Reputation Management in the Modern World - Understanding the evolving landscape of reputation management in a digitally connected world.
- Reputation, Authenticity, and Ethics - Exploring the relationship between reputation, authenticity, and ethical conduct in organizational communication.
- Developing a Reputation Strategy - Key steps and frameworks for creating a comprehensive reputation management strategy.
- Communication Strategies for Reputation Management - Effective communication approaches for building, maintaining, and protecting organizational reputation.
- Techniques for Developing, Protecting, and Measuring Reputation - Practical methods to strengthen, safeguard, and assess an organization's reputation over time.
- Responding to Reputational Challenges - Strategies for managing crises and

- mitigating the impact of reputational threats.
- Strategic Issues Management - How to proactively identify, address, and manage issues that could potentially affect an organization's reputation.

3.1.3 Learning Outcomes

By the end of this training workshop, participants will be able to:

- Recognize the critical role of reputation management for organizational success
- Understand methods for building a reputation as a trustworthy and reliable organization
- Align reputation management efforts with overall business goals and results
- Develop a reputation strategy as part of a broader communication strategy
- Implement planning and evaluation measures to protect and enhance organizational reputation
- Master the necessary skills to advocate for and strengthen corporate reputation
- Learn how to grow reputation in meaningful and sustainable ways

3.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

3.1.5 Who Should Attend?

This advanced level course is designed for senior practitioners and leaders who are looking to build a strategic and proactive approach to reputation management within their organizations.

3.2 Crisis Leadership

3.2.1 Introduction

The broad objective of this training workshop is to enhance participants' crisis leadership skills. Participants will be introduced to the concept of crisis leadership from an organizational perspective exploring its key components through case studies and group discussions. They will gain insights into how to build leadership skills necessary managing crises more effectively and learning how to respond decisively in high pressure situations.

3.2.2 Course Content Highlights

- Personal Attributes for Effective Crisis Leadership - Key leadership qualities and personal characteristics that contribute to success in crisis management.
- Leadership Strategies for Effective Crisis Management - Approaches and tactics that leaders can adopt to navigate and manage crises effectively.

3.2.3 Learning Outcomes

By the end of the workshop, participants will be able to:

- Understand the crucial role leadership plays in crafting and executing appropriate responses, as well as in preparing organizations in advance of a crisis.
- Develop the skills needed to work decisively in time-sensitive crisis situations while keeping the focus on managing and motivating their teams.



...The training workshop is designed to provide participants with an understanding of the importance of reputation management and how they can build up a reputation as a trustworthy organization that communicates effectively with its stakeholders....

- Understand the critical coordination demands involved in large-scale crises, particularly those that engage multiple response organizations across different jurisdictions and levels of government.

3.2.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply crisis leadership techniques learned.

3.2.5 Who Should Attend?

This is an advanced level course designed for senior professionals who seek to enhance their crisis management and leadership skills with a focus on managing high pressure crises and leading teams through crises.

3.3 Crisis and Issues Communication Management

3.3.1 Introduction

This training workshop is designed to help participants develop an understanding of how they can manage and address issues and both prevent and address crises. The focus will be on two areas: issues management and crisis communication. Participants will learn how to identify potential risks that face their organizations and how to prevent these risks from escalating into reputation threatening crises.

The workshop will take an engaging, hands-on-interactive approach incorporating practical exercises and case studies that will guide participants through an experiential learning journey that will enable them to explore different strategies and frameworks on how to better prepare and manage crises by studying numerous scenarios of actual crisis situations.

3.3.2 Course Content Highlights

- New Trends in Reputation Management - Understanding the latest developments in managing organizational reputation in the digital age.
- Importance of Perception, Trust, Credibility, and Achieving Organizational Objectives - How public perception, trust, and credibility impact an organization's ability to meet its goals.
- Risk Mapping - Identifying problematic issues and potential crises through risk mapping processes.
- Media Management in Crisis Communication - Strategies for handling media relations during a crisis to control the narrative.
- Exploring the Power of PR and Legal Collaboration During Organizational Crises - The crucial role of public relations and legal teams working together during a crisis to protect and preserve the organization's reputation.

3.3.3 Learning Outcomes

By the end of the workshop, participants will be able to:

- Conduct a reputational risk assessment and issues mapping to identify and address potential threats.
- Establish their organization's readiness for crisis communication, ensuring a proactive approach to mitigate reputational damage.

- Identify and manage emerging risk issues before they escalate into full blown crises.
- Develop skills to anticipate, prepare for, analyze, manage, and respond to crises effectively.
- Assess reputation risk and minimize vulnerabilities to reputational damage.
- Apply proactive communication strategies to manage, prevent, and resolve issues and crises.
- Protect and enhance organizational reputation even in times of adversity.
- Acquire in-depth knowledge of the key components of strategic crisis management.
- Develop and implement comprehensive crisis communication plans that effectively address various scenarios.

3.3.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned in actual crisis situations.

3.3.5 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.



4

CSI, ESG and Sustainability Communications Courses

4. CSI, ESG and Sustainability Communications Courses

In today's environment, stakeholders expect organizations to demonstrate a commitment to sustainability and corporate social responsibility (CSR). These elements are crucial for long-term reputation and success. By developing and implementing effective sustainability and CSR strategies, organizations align themselves with the global agenda, addressing some of the world's most pressing concerns.

These courses are designed for aspiring leaders, managers, and executives who want to enhance their skills in sustainability and CSR communications, fostering leadership in both internal and external communications.

CSI and Sustainability Communications Course Options

1. Introduction to PR and Sustainability Communications - Basic/Early Career (0 to 5 Years)
2. ESG and Sustainability Communications - Intermediate/Mid Career (6 to 10 Years)
3. Mastering Communication for Corporate Social Investment - Intermediate/Mid Career (6 to 10 Years)
4. Driving Impact through ESG Communication - Advanced/Advanced Career (11 to 15 Years)

4.1 ESG and Sustainability Communications

4.1.1 Introduction

This training workshop will enable participants to explore the principles of Environmental, Social, and Governance (ESG) criteria and learn effective strategies for communicating sustainability initiatives within their organizations. The focus will be on aligning messaging with organizational values, engaging stakeholders, and enhancing overall reputation through transparent and impactful communication.

4.1.2 Course Content Highlights

- Understanding ESG Criteria - Overview of Environmental, Social, and Governance factors and their importance in corporate strategy.
- Sustainability Communication Strategies - Techniques for effectively communicating sustainability initiatives to various stakeholders.
- Stakeholder Engagement - Methods for identifying and engaging key stakeholders in ESG discussions and initiatives.
- Reporting and Metrics - Best practices for ESG reporting, including relevant metrics and frameworks.
- Crisis Management - Strategies for managing communication during sustainability-related crises or controversies.
- Case Studies - Analysis of successful ESG communication examples from leading organizations.

4.1.3 Learning Outcomes

By the end of this training workshop, participants will be able to:

- Understand and articulate the principles of ESG criteria and their relevance to organizational success.
- Develop effective communication strategies for promoting sustainability initiatives.
- Engage stakeholders effectively, fostering collaboration and support for ESG efforts.
- Implement best practices for ESG reporting and measurement, ensuring transparency and accountability.
- Navigate communication challenges during crises related to sustainability.
- Apply lessons from case studies to enhance their organization's ESG communication efforts.

4.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

4.1.5 Who Should Attend?

This training workshop course is designed for professionals at all levels who are interested in enhancing their understanding of ESG principles and sustainability communications. It is particularly beneficial for those currently in or aspiring to roles related to corporate social responsibility, sustainability management, or communications.

4.2 Mastering Communication for Corporate Social Investment

4.2.1 Introduction

This training workshop will focus on strategies for effectively communicating corporate social investment (CSI) initiatives. Participants will focus on engaging stakeholders and measuring the impact of their efforts. Through practical examples and best practices, participants will learn how to align their communication strategies with organizational goals and effectively convey the value of their CSI programs.

4.2.2 Course Content Highlights

- Understanding Corporate Social Investment - Definition and importance of CSI in enhancing organizational reputation and stakeholder trust.
- Effective Communication Strategies - Techniques for crafting compelling messages about CSI initiatives that resonate with diverse audiences.
- Stakeholder Engagement - Best practices for identifying, engaging, and building relationships with key stakeholders.
- Measuring Impact - Methods for assessing the effectiveness of CSI initiatives and communicating outcomes transparently.
- Crisis Communication - Strategies for addressing challenges and potential criticisms related to CSI efforts.
- Case Studies - Analysis of successful CSI communication examples from leading organizations.



...The focus will be on aligning messaging with organizational values, engaging stakeholders, and enhancing overall reputation through transparent and impactful communication.

...

4.2.3 Learning Outcomes

By the end of this training workshop, participants will be able to:

- Articulate the importance of corporate social investment and its impact on organizational success.
- Develop and implement effective communication strategies for promoting CSI initiatives.
- Engage and build relationships with stakeholders to foster support for CSI efforts.
- Measure and report on the impact of CSI initiatives, demonstrating accountability and transparency.
- Navigate communication challenges and manage crises related to CSI.
- Apply lessons learned from case studies to enhance their organization's CSI communication efforts.

4.2.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

4.2.5 Who Should Attend?

This is an intermediate level course designed for professionals at all levels who are involved in or interested in corporate social investment and its communication. It is particularly beneficial for those currently in or aspiring to roles related to CSR, communications, stakeholder engagement, or organizational leadership.

4.3 Driving Impact through ESG Communication

4.3.1 Introduction

This training workshop will focus on advanced communication techniques for Environmental, Social, and Governance (ESG) initiatives, aiming to drive measurable impact and enhance organizational reputation. Participants will explore innovative strategies for effectively conveying their ESG efforts to diverse stakeholders, ensuring alignment with organizational values and goals.

4.3.2 Course Content Highlights

- Advanced ESG Communication Strategies - Techniques for crafting impactful messages that resonate with various audiences, including investors, employees, and the community.
- Stakeholder Engagement - In-depth methods for building and maintaining relationships with key stakeholders to foster collaboration and support for ESG initiatives.
- Metrics and Measurement - Tools and frameworks for assessing the effectiveness of ESG communications and reporting on outcomes transparently.
- Crisis Management in ESG - Strategies for managing communication during ESG-related crises, including preparation, response, and recovery.
- Integrating ESG into Corporate Culture - Best practices for embedding ESG principles into organizational culture and employee engagement.
- Case Studies and Best Practices - Analysis of successful ESG communication efforts

from leading organizations and lessons learned.

4.3.3 Learning Outcomes

By the end of this training workshop, participants will be able to:

- Understand and articulate advanced communication techniques specifically tailored for ESG initiatives.
- Develop and implement effective stakeholder engagement strategies to support ESG efforts.
- Measure and report on the impact of ESG initiatives, demonstrating value and accountability to stakeholders.
- Navigate and manage communication challenges during ESG-related crises.
- Integrate ESG principles into organizational culture to enhance employee engagement and commitment.
- Apply insights from case studies to refine their organization's ESG communication strategies.

4.3.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

4.3.5 Who Should Attend?

This is an advanced level training workshop designed for professionals involved in ESG communications, stakeholder engagement, corporate social responsibility, and organizational leadership. It is particularly beneficial for those seeking to enhance their skills in communicating ESG initiatives and driving impact within their organizations.



5

Effective Writing Skills for Public Relations

5. Effective Writing Skills for Public Relations

Writing is integral to the PR profession, making strong writing skills essential for effective communication. Good writing strikes a balance between form and content, structure and style. It requires a deep understanding of your audience and the ability to tailor messages to meet their needs.

This training courses focus on enhancing writing skills for PR professionals, providing practical and creative tools to excel in various writing styles. Participants will learn practical and creative tools for PR writing, topics include: press release writing, speech writing and specialized writing through practical hands on exercises.

Participants will gain knowledge on how to write effectively for different mediums and will be able to adapt their style to suit different audiences.

Effective Writing Skills for Public Relations Course Options

1. Communication Fundamentals: Press Release, Speech Writing, Presentation and Public Speaking Skills - Intermediate/Mid Career (6 to 10 Years)
2. Newsletters and Magazines and Annual Reports: Writing for Corporate Publications - Intermediate/Mid Career (6 to 10 Years)

5.1 Communication Fundamentals: Press Release, Speech Writing, Presentation and Public Speaking Skills

5.1.1 Introduction

This workshop is designed to develop and enhance participants' competencies in both written and spoken communication. Participants will gain knowledge and practical skills necessary to create effective documents such as press releases, media advisories, speeches, and position papers, while also enhancing their public speaking and presentation abilities.

5.1.2 Course Content Highlights

- Understanding News Values - What makes a compelling news story and the key elements that capture interest.
- Capturing Journalist Interest - Techniques for effectively presenting your story to media professionals.
- Hard vs. Soft Stories - Differentiating between various types of news stories to tailor your messaging.
- Press Release Writing - Structuring and writing effective press releases using the inverted pyramid principle.
- Speech Writing and Delivery - The art and craft of creating and delivering impactful speeches.
- Strategic Communication - Understanding the purpose and construction of position papers.
- Public Speaking Skills - Enhancing professional public speaking and presentation techniques.

“...Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

...”

5.1.3 Learning Outcomes

By the end of the training workshop, participants will be able to:

- Grasp the fundamentals of effective writing.
- Create concise and engaging content tailored to their audience.
- Identify suitable news stories and write press releases that resonate with journalists.
- Structure press releases to maximize media coverage.
- Construct compelling speeches that convey messages effectively and persuade audiences.
- Enhance public speaking and presentation skills to communicate with confidence.

5.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

5.1.5 Who Should Attend?

This training workshop is designed for practitioners looking to refine their written and oral communication skills.

5.2 Newsletters, Magazines and Annual reports: Writing for Corporate Publications

5.2.1 Introduction

This practical training workshop is designed to enhance participants' skills in crafting compelling content for corporate newsletters and magazines. It is aimed at equipping participants with practical skills and strategies to enhance their ability to effectively create impactful content and communicate key messages within their organizations. They will be empowered to effectively contribute to their organization's communication goals through skilful content creation and strategic messaging in newsletters and magazines. They will also learn best practices in content structuring and writing.

5.2.2 Course Content Highlights

- Understanding Corporate Newsletters and Magazines - The role and importance of effective corporate communication through publications.
- Structuring Content for Impact - Techniques for organizing content to achieve maximum clarity and effectiveness.
- Writing Engaging Features and Articles - Strategies to craft compelling stories that resonate with the target audience.
- Mastering Headlines and Subheadings - Creating impactful headlines and subheadings that capture attention and convey essential information.
- Best Practices for Content Organization - Ensuring a logical flow and coherence in your writing.
- Incorporating Visual Elements - Utilizing images, infographics, and effective layouts to complement written content.
- Editing and Proofreading Techniques - Best practices to ensure content is polished and professional.

5.2.3 Learning Outcomes

By the end of this training workshop, participants will:

- Gain insights into effective corporate communication strategies through newsletters and magazines.
- Enhance their writing skills tailored specifically for corporate publications.
- Master techniques to craft engaging features, impactful headlines and maintain clarity in content.
- Learn best practices for incorporating visual elements and implementing effective editing and proofreading techniques.

5.2.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

5.2.5 Who Should Attend?

This is a universal training workshop designed for practitioners responsible for producing corporate publications, including newsletters and magazines, who seek to enhance their writing and communication skills.



6

Events Planning and Management

6. Events Planning and Management

Corporate events remain invaluable to organizations building brand reputation, successful and well managed events require good coordination in order to create a lasting and positive impression.

These training courses will provide participants with a comprehensive grounding in all basics of protocol, etiquette and event management. They will gain insights into the art of protocol, etiquette and event management allowing them to organize their own events.

Participants will learn how they can achieve corporate communication objectives through events and also enhance their skills and knowledge in mastering international protocol and etiquette and delivering effective, impactful events.

Protocol, Event Planning and Management Course Options

1. Event Planning and Management - Intermediate/Mid Career (6 to 10 Years)

6.1 Events Planning and Management

6.1.1 Introduction

This training workshop provides participants with a comprehensive understanding of the fundamentals of event management, emphasizing the role of events in public relations and communication strategies. Participants will gain in-depth knowledge and practical skills necessary to deliver corporate events that generate strategic reputational impact. Through the analysis of various case studies, attendees will learn valuable lessons to apply within their own organizational contexts.

6.1.2 Course Content Highlights

- Significance of Events - Understanding the role of events in supporting PR and communication strategies.
- Risk and Crisis Management - Strategies for anticipating and managing potential risks during events.
- Event Management Logistics - Planning and executing logistics to ensure smooth event operations.
- Project Management in Events - Applying project management principles to event planning and execution.
- Media Management - Best practices for managing media relations during events.
- Managing Third-Party Suppliers - Collaborating effectively with external vendors and suppliers.
- Monitoring and Evaluation - Techniques for assessing event success and gathering feedback.
- Post-Event Analysis - Analyzing outcomes and insights to inform future events.

6.1.3 Learning Outcomes

By the end of the training workshop, participants will:

- Develop a program of events that aligns with and supports corporate strategy.
- Apply project management principles to effectively plan and manage events.
- Design and implement comprehensive event planning processes, including risk

- management.
- Identify potential issues in event plans and troubleshoot effectively.
- Understand operational and logistical management for successful event execution.
- Navigate the procurement and contracting processes for event management.
- Manage media relations to enhance event visibility and impact.

6.1.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

6.1.5 Who Should Attend?

This is an intermediate level training workshop designed for professionals responsible for delivering events within their organizations.



...Through the analysis of various case studies, attendees will learn valuable lessons to apply within their own organizational contexts.

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Management and Leadership

7. Management and Leadership

Being an effective manager hinges on achieving results, and while experience is valuable, acquiring the right skills is essential to reach your full potential.

These Management and Leadership courses are designed to equip participants with the necessary competencies to manage staff performance, navigate change, engage stakeholders, and make strategic decisions that enhance organizational reputation.

These courses are designed to empower professionals with the tools needed to excel in management and leadership roles, fostering both personal and organizational growth.

Management and Leadership Course Options

Change Management and Cultural Dynamics - Advanced/Advanced Career (11 to 15 Years)

Stakeholder Analysis, Communication and Engagement - Intermediate/Mid Career (6 to 10 Years) & Advanced/Advanced Career (11 to 15 Years)

Communication Strategy Design and Development - Intermediate/Mid Career (6 to 10 Years) & Advanced/Advanced Career (11 to 15 Years)

Re-imagining Public Service: Communication and Management - Intermediate/Mid Career (6 to 10 Years) & Advanced/Advanced Career (11 to 15 Years)

Risk and Governance in Public Relations - Intermediate/Mid Career (6 to 10 Years) & Advanced/Advanced Career (11 to 15 Years)

From Management to Leadership: Essential Skills for PROs - Intermediate/Mid Career (6 to 10 Years) & Advanced/Advanced Career (11 to 15 Years)

Transitions: Public Relations and Change Management - Intermediate/Mid Career (6 to 10 Years) & Advanced/Advanced Career (11 to 15 Years)

Communication and Leadership - Advanced/Advanced Career (11 to 15 Years)

Finance for Non-Finance for PR Practitioners - Advanced/Advanced Career (11 to 15 Years)

7.1 Change Management and Cultural Dynamics

7.1.1 Introduction

This training workshop aims to help participants understand the profound impact of culture on organizational change initiatives. It will equip participants with the skills and knowledge necessary to implement and adapt to change effectively at all levels within the workplace.

7.1.2 Course Content Highlights

- Understanding Culture and Change Management - Explore the interplay between organizational culture and change processes.
- Creating a Sustainable Culture Change - Strategies for fostering long-lasting cultural transformations.
- Leadership Culture During Change Management - The role of leadership in guiding

- and supporting change efforts.
- Understanding the Change Process - An overview of the stages and dynamics of organizational change.
- Aligning Change Strategies with Organizational Goals - Ensuring that change initiatives support the overall mission and objectives of the organization.
- Involvement and Empowerment in the Change Process - Techniques to engage employees and foster a sense of ownership.
- Dealing with Resistance to Change - Identifying and addressing barriers to change.
- The Change Performance Leader - Characteristics and skills of effective leaders during times of change.
- Communicating During Change - Best practices for transparent and effective communication throughout the change process.
- Monitoring and Reviewing Effectiveness of Change Strategies - Tools for assessing the impact of change initiatives and making necessary adjustments.

7.1.3 Learning Outcomes

By the end of the training workshop, participants will be able to:

- Analyze internal and external factors influencing the need for change.
- Develop and implement effective change management strategies that resonate with organizational culture and goals.

7.1.4 Training Methodology

The training workshop will employ a mix of lectures, discussions, interactive group exercises, role plays, illustrations, and case studies. This blended approach ensures that participants gain both theoretical insights and practical skills, enabling them to apply the techniques learned in their workplace.

7.1.5 Who Should Attend?

This workshop is designed for practitioners who seek to enhance their understanding of change management and cultural dynamics within their organizations. It is suitable for those involved in leading change initiatives or supporting teams through transitions.

7.2 Stakeholder Analysis, Communication and Engagement

7.2.1 Introduction

This training workshop aims to enhance participants' understanding of stakeholder management and its critical role in public relations. Attendees will acquire essential skills and knowledge to effectively manage stakeholder relationships and develop robust communication strategies. The program will cover the entire stakeholder framework, including strategy development, engagement practices, prioritization, and mapping.

7.2.2 Course Content Highlights

- Understanding the Concept of Stakeholding - Explore the significance of stakeholders in PR practice and their impact on organizational success.
- Essentials of Stakeholder Management - Key principles and practices for managing stakeholder relationships.
- Stakeholder Identification and Analysis - Techniques for identifying and analyzing key stakeholders.



...These Management and Leadership courses are designed to equip participants with the necessary competencies to manage staff performance, navigate change, engage stakeholders, and make strategic decisions that enhance organizational reputation..

- Successful Stakeholder Engagement Strategies - Methods for effectively engaging stakeholders to build trust and collaboration.
- Shifting Stakeholders from Supporters to Advocates - Strategies for converting stakeholder support into advocacy.
- Developing and Implementing a Stakeholder Engagement Plan - Step-by-step guide to crafting a comprehensive engagement plan.
- Measuring the Impact of Stakeholder Engagement Campaigns - Tools and metrics for assessing the effectiveness of engagement efforts.

7.2.3 Learning Outcomes

By the end of this training workshop, participants will be able to:

- Design and implement a strategic stakeholder engagement approach aligned with organizational values and business objectives.
- Conduct comprehensive stakeholder mapping and analysis to identify key players and their needs.
- Develop a communication roadmap with targeted strategies for different stakeholder groups.
- Establish rapport and foster mutual understanding with stakeholders.
- Assess their influence and power dynamics within stakeholder groups.
- Engage resistant, disengaged, and hostile stakeholders effectively.

7.2.4 Training Methodology

The training workshop will utilize a blend of lectures, discussions, interactive group exercises, role plays, illustrations, and case studies. This varied approach ensures participants gain both theoretical insights and practical skills, empowering them to apply the techniques learned in their professional environments.

7.2.5 Who Should Attend?

This is an advanced level course designed for senior managers responsible for stakeholder engagement and relationship development. Participants will deepen their competencies across the complete stakeholder framework, including strategy, engagement, prioritization, and mapping.

7.3 Communication Strategy Design and Development

7.3.1 Introduction

Effective communication is vital for the success of any organization. A well-planned communication strategy is essential for achieving core organizational objectives and ensuring that communication activities are purposeful and aligned with overall goals.

The main objective of this workshop is to enhance participants' strategic planning skills. By the end of the session, participants will possess advanced knowledge of the strategic communications planning process, equipped with sophisticated tools and methodologies for tackling complex corporate communications challenges. Participants will also learn how to effectively guide their teams through a detailed strategic communications planning process.

This workshop is designed for practitioners seeking to enhance their skills in developing a comprehensive communication strategy. Through practical insights and actionable steps, participants will learn to analyze their organization's current communication landscape and adopt a more strategic approach.

7.3.2 Course Content Highlights

- Strategic Planning Overview - Understanding the framework for strategic planning in communication.
- Communication Strategy - Key elements and frameworks for developing a robust communication strategy.
- Stakeholder Mapping - Techniques for identifying and engaging key stakeholders.
- Leading and Facilitating the Strategic Planning Process - Best practices for guiding teams through strategic planning.
- Strategic Priorities, Outcomes, and Performance Indicators - Defining measurable outcomes to assess effectiveness.
- Leadership Buy-In and Commitment - Strategies for securing support from organizational leadership.
- Managing the Strategic Communications Plan Review Process - Best practices for ongoing evaluation and adjustment of the communication strategy.

7.3.3 Learning Outcomes

By the end of the workshop, participants will:

- Gain an understanding of the advanced strategic planning methodologies
- Carry out innovative situational and environmental scanning processes in order to assess and determine the critical communications issues to be managed and/or resolved through the strategic plan
- Review, refine and incorporate the organizational vision, mission, values and strategic outcomes in the strategic planning process and outcomes
- Design, lead and facilitate an organization wide strategic communications planning process and successfully execute the strategic plan
- Determine the strategic communication priorities and outcomes that will both anchor and drive the strategic plan
- Secure high level buy-in and commitment for the communications strategy and implementation plan
- Manage the strategic communications review process

7.3.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

7.3.5 Who Should Attend?

This advanced level training workshop is designed for senior practitioners responsible for leading their teams in the delivery of strategic communication programs. Participants should already have a foundational understanding of the steps and processes involved in developing a comprehensive strategic communications plan, enabling them to fully benefit from the advanced techniques and insights offered in this course.

7.4 Re-imagining Public Service: Communication and Management

7.4.1 Introduction

This training workshop explores innovative approaches to public service management and communication in today's disrupted environment. Participants will examine how effective communication strategies can enhance service delivery, foster stakeholder engagement, and improve organizational efficiency.

7.4.2 Course Content Highlights

- Innovative Communication Strategies - Exploring new methods and tools for effective public communication.
- Public Engagement Techniques - Best practices for involving citizens and stakeholders in the decision-making process.
- Change Management in Public Service - Strategies for navigating organizational change and fostering adaptability.
- Digital Transformation - Leveraging technology to improve public service communication and operations.
- Performance Measurement and Evaluation - Assessing the impact of communication strategies on public service outcomes.
- Crisis Communication - Techniques for managing communication during emergencies and unforeseen events.

7.4.3 Learning Outcomes

By the end of the workshop, participants will be able to:

- Identify and implement innovative communication strategies that enhance public service delivery.
- Develop effective public engagement practices to foster community involvement.
- Apply change management principles to navigate transitions within their organizations.
- Utilize digital tools to improve communication and service efficiency.
- Measure and evaluate the effectiveness of their communication strategies.
- Effectively manage communication in crisis situations.

7.4.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

7.4.5 Who Should Attend?

This training workshop is designed for public service professionals, including managers, communication officers, and policymakers, who are looking to enhance their skills in public service communication and management. Participants should have a foundational understanding of public service principles and a desire to innovate in their approach to communication and service delivery.

7.5 Risk and Governance in Public Relations

7.5.1 Introduction

This training workshop provides a comprehensive understanding of risk management principles and governance frameworks essential for safeguarding organizational reputation. Participants will explore how effective risk communication can mitigate potential threats and enhance stakeholder trust.

7.5.2 Course Content Highlights

- Understanding Risk Management - Key concepts and processes in identifying and assessing risks related to public relations.
- Governance Frameworks - Overview of governance structures that support effective risk management.
- Reputation Management - Strategies for protecting and enhancing organizational reputation in the face of risks.
- Crisis Communication Planning - Developing effective communication strategies for potential crises.
- Stakeholder Engagement - Techniques for building trust and transparency with stakeholders.
- Regulatory Compliance - Understanding the legal and ethical considerations in public relations risk management.

7.5.3 Learning Outcomes

At the end of the workshop, participants will be able to:

- Identify and analyze risks that may impact organizational reputation.
- Implement governance frameworks that support proactive risk management.
- Develop and execute crisis communication plans effectively.
- Engage stakeholders to foster trust and transparency during risk events.
- Navigate regulatory and ethical challenges in public relations.

7.5.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

7.5.5 Who Should Attend?

This training workshop targets practitioners and organizational leaders who are responsible for managing risks and safeguarding reputation. Participants should have a basic understanding of public relations principles and a keen interest in enhancing their risk management and governance skills.

7.6 From Management to Leadership: Essential Skills Public Relations Professionals

7.6.1 Introduction

This training workshop is designed to help participants develop the critical skills necessary to transition from management roles to effective leadership. Participants will explore key leadership principles, enhance their strategic thinking, and learn how to inspire and motivate their teams in a dynamic communication environment.

7.6.2 Course Content Highlights

- Leadership vs. Management - Understanding the key differences and the importance of both roles in PR.
- Vision and Strategic Thinking - Crafting a compelling vision and developing strategic initiatives.
- Influence and Persuasion - Techniques for effectively influencing stakeholders and driving change.
- Emotional Intelligence - Building self-awareness and interpersonal skills to enhance team dynamics.
- Crisis Leadership - Leading teams through crises and navigating challenging situations with confidence.
- Coaching and Mentoring - Strategies for developing talent and fostering a culture of growth.

7.6.3 Learning Outcomes

By the end of the workshop, participants will be able to:

- Differentiate between management and leadership in the context of public relations.
- Develop and communicate a strategic vision for their teams.
- Utilize influence and persuasion techniques to achieve organizational goals.
- Enhance their emotional intelligence to improve team collaboration and morale.
- Effectively lead their teams through crises and unexpected challenges.
- Foster a mentoring environment that supports team development and retention.

7.6.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

7.6.5 Who Should Attend?

This training workshop is intended for mid-level practitioners, team leaders, and managers looking to enhance their leadership capabilities. Participants should have a foundational understanding of public relations principles and be motivated to develop their leadership skills to advance their careers.

7.7 Transitions: Public Relations and Change Management

7.7.1 Introduction

This training workshop will focus on strategies for effectively managing transitions in public relations and communicating during periods of change. Participants will explore the dynamics of change management and develop skills to facilitate smooth transitions while maintaining stakeholder trust and engagement.

7.7.2 Course Content Highlights

- Understanding Change Management - Key principles and frameworks for managing organizational change.
- Role of PR in Change - How public relations can support and drive successful change initiatives.
- Communication Strategies for Change - Crafting effective messages and communication plans during transitions.
- Stakeholder Engagement - Identifying and engaging key stakeholders throughout the change process.
- Crisis Management During Change - Preparing for potential challenges and mitigating risks through proactive communication.
- Evaluating Change Initiatives - Assessing the effectiveness of communication strategies and adapting as needed.

7.7.3 Learning Outcomes

By the end of the workshop, participants will be able to:

- Understand the fundamentals of change management.
- Develop a strategic communication plan to support change initiatives.
- Engage and manage stakeholder expectations during periods of transition.
- Identify potential risks associated with change and create mitigation strategies.
- Evaluate the success of change communication efforts and make necessary adjustments.

7.7.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

7.7.5 Who Should Attend?

This training workshop is designed for practitioners and organizational leaders involved in managing transitions and change initiatives. Participants should have a foundational understanding of public relations and be eager to enhance their skills in change management and communication.



...Differentiate between management and leadership in the context of public relations....

7.8 Communication and Leadership

7.8.1 Introduction

This training seminar focuses on enhancing participants' communication capabilities at both interpersonal and organizational levels, enabling them to resonate effectively with diverse audiences. It will emphasize communication strategies and leadership tools essential for fostering workplace collaboration. Participants will gain practical insights to refine their leadership communication styles and understand the link between influential leadership and performance outcomes, while also exploring how their behavior impacts others.

Participants will leave with the skills and confidence to apply the techniques learned, enhancing their communication and leadership effectiveness within their organizations.

7.8.2 Course Content Highlights

- Effective Communication and Interpersonal Skills - Developing essential skills for engaging with others.
- Understanding the Nexus Between Leadership and Communication - Exploring how communication skills influence leadership effectiveness.
- Advanced Communication Skills - Techniques for enhancing clarity, persuasion, and engagement.
- Communication Strategies for Effective Leadership - Tailoring messages to various audiences and contexts.
- Leading Organizational Communication - Strategies for ensuring consistent messaging across the organization.
- Transformational Leadership - Inspiring and motivating teams through effective communication.

7.8.3 Learning Outcomes

By the end of this seminar, participants will be able to:

- Understand their own personality and how it interacts with others.
- Apply leadership and communication techniques to drive value and enhance their effectiveness as leaders.
- Inspire their teams to achieve higher performance and recognize motivational traits.
- Appreciate their leadership strengths, underlying assumptions, and opportunities for growth.
- Identify and manage emotional reactions in themselves and others for more authentic communication.
- Lead with emotional intelligence, developing self-awareness and improving interpersonal relationships.

7.8.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

7.8.5 Who Should Attend?

- Board of Directors

- Chief Executive Officers
- Heads of Departments
- Corporate Communications Managers
- All Management Professionals

7.9 Advancing Public Policy through Strategic Communication

7.9.1 Introduction

This training seminar will focus on the critical role of strategic communication in shaping and advancing public policy. Participants will explore how effective communication strategies can influence policy decisions, engage stakeholders, and foster public understanding and support for policy initiatives.

Participants will leave equipped with the knowledge and skills necessary to effectively advance public policy through strategic communication.

7.9.2 Course Content Highlights

- Understanding Public Policy - Key concepts and frameworks in public policy development and implementation.
- The Role of Communication in Policy Advocacy - How communication strategies can drive policy change.
- Stakeholder Analysis - Identifying and engaging key stakeholders in the policy process.
- Message Development - Crafting clear and compelling messages to resonate with diverse audiences.
- Media Relations and Advocacy - Strategies for engaging the media to promote policy initiatives.
- Evaluating Communication Impact - Measuring the effectiveness of communication efforts in advancing public policy.

7.9.3 Learning Outcomes

By the end of the seminar, participants will be able to:

- Understand the fundamental principles of public policy and its development process.
- Develop and implement effective communication strategies to advocate for policy change.
- Identify key stakeholders and employ strategies to engage and influence them.
- Create impactful messages that effectively communicate policy initiatives.
- Utilize media relations to enhance visibility and support for public policy efforts.
- Assess the effectiveness of communication strategies in achieving policy objectives.

7.9.4 Training Methodology

The training workshop will combine lectures, discussions, interactive group exercises, role plays, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.



7.9.5 Who Should Attend?

This seminar is designed for: Public policy professionals, communication specialists in government and non-profit organizations, Advocacy and lobbying professionals, public relations practitioners, anyone involved in shaping or influencing public policy

...Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to the workplace having gained the ability and confidence to apply the techniques learned.

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PRSK 2025 Training Calendar

8. PRSK 2025 Training Calendar

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
20 th – 21 st February, 2025	Nairobi, Kenya	2 Days	Mastering Internal Communication: Strategies for Success	20	Mid Career	MC	Member – 15,000.00 Non Member – 25,000.00
27 th – 28 th February, 2025	Nairobi, Kenya	2 Days	AI Powered PR: Navigating the Future of Communications	20	Mid Career/Advanced Career	M/AC	Member – 15,000.00 Non Member – 25,000.00
3 rd – 4 th March, 2025	Nairobi, Kenya	2 Days	Brand Storytelling: Creating Compelling Narratives for Public Relations	20	Mid Career/Advanced Career	M/AC	Member – 15,000.00 Non Member – 25,000.00
5 th March, 2025	Nairobi, Kenya	0.5 Days	Strategies for Effective Knowledge Sharing and Communication	5	Mid Career/Advanced Career	M/AC	Member – 5,000.00 Non Member – 10,000.00
6 th – 7 th March, 2025	Nairobi, Kenya	2 Days	Introduction to PR and Sustainability Communications	20	All Levels	AL	Member – 15,000.00 Non Member – 25,000.00
10 th – 14 th March, 2025	Naivasha, Kenya	5 Days	Dive into Digital: A Primer on Social Media Management	50	All Levels	AL	Member – 80,000.00 Non Member – 85,000.00
24 th – 28 th March, 2025	Kisumu, Kenya	5 Days	Excellence in Public Service Management and Leadership	50	Advanced Career	AC	Member – 80,000.00 Non Member – 85,000.00
2 nd April, 2025	Nairobi, Kenya	0.5 Days	Audience Analysis and Segmentation for Effective Messaging	10	All Levels	AL	Member – 5,000.00 Non Member – 10,000.00
3 rd – 4 th April, 2025	Nairobi, Kenya	2 Days	Driving Impact: Business and Financial Skills for PR Professionals	20	Mid Career/Advanced Career	M/AC	Member – 15,000.00 Non Member – 25,000.00
7 th – 11 th April, 2025	Nakuru, Kenya	5 Days	Mastering Social Media for Organizational and Personal Branding	50	Mid Career/Advanced Career	M/AC	Member – 80,000.00 Non Member – 85,000.00
21 st – 25 th April, 2025	Nairobi, Kenya	5 Days	Stakeholder Analysis, Engagement and Communication	50	Mid Career/Advanced Career	M/AC	Member – 35,000.00 Non Member – 45,000.00
6 th – 10 th May, 2025	Kisumu, Kenya	5 Days	Crisis and Issues Communication Management	50	Mid Career/Advanced Career	M/AC	Member – 80,000.00 Non Member – 85,000.00
9 th – 13 th June, 2025	Mombasa, Kenya	5 Days	Africa Public Relations Association (APRA Conference)	50	All Levels	AL	Member – 80,000.00 Non Member – 85,000.00
16 th – 20 th June, 2025	Naivasha, Kenya	5 Days	Risk, Leadership and Governance in Public Relations	50	Advanced Career	AC	Member – 80,000.00 Non Member – 85,000.00
15 th July, 2025	Nairobi, Kenya	0.5 Days	Harnessing the Power of Public Relations and Legal Collaboration	10	All Levels	AL	Member – 5,000.00 Non Member – 10,000.00
16 th – 18 th July, 2025	Naivasha, Kenya	3 Days	Mastering Corporate Social Investment and Creating Effective Communication Strategies	30	Early Career/Mid Career	E/MC	Member – 35,000.00 Non Member – 45,000.00

28 th July – 1 st August, 2025	Nakuru, Kenya	5 Days	Power of Data: Mastering Social Media Analytics for Strategic Decision Making	50	Mid Career/Advanced Career	M/AC	Member – 80,000.00 Non Member – 85,000.00
13 th – 15 th August, 2025	Machakos, Kenya	3 Days	Writing for Corporate Publications: Newsletters and Magazines and Annual Reports	30	Early Career/Mid Career	E/MC	Member – 35,000.00 Non Member – 45,000.00
18 th – 22 nd August, 2025	Kisumu, Kenya	5 Days	Stepping into Leadership: Essential Skills for New Managers	50	Mid Career	MC	Member – 80,000.00 Non Member – 85,000.00
25 th – 29 th August, 2025	Mombasa, Kenya	5 Days	Communication Fundamentals:	50	Early Career/Mid Career	E/MC	Member – 80,000.00 Non Member – 85,000.00
8 th – 12 th September, 2025	Kisumu, Kenya	5 Days	Mastering Event Planning and Management	50	Early Career/Mid Career	E/MC	Member – 80,000.00 Non Member – 85,000.00
17 th – 19 th September, 2025	Machakos, Kenya	3 Days	Driving Impact through ESG Communication	30	Early Career/Mid Career	E/MC	Member – 35,000.00 Non Member – 45,000.00
1 st – 3 rd October, 2025	Naivasha, Kenya	3 Days	Writing for Corporate Publications: Newsletters and Magazines and Annual Reports	30	Early Career/Mid Career	E/MC	Member – 35,000.00 Non Member – 45,000.00
October	TBA	6 Days	Communication and Leadership	50	Advanced Career	AC	TBA
November	TBA, Kenya	5 Days	PRSK 2025 Annual Summit	50	All Levels	AL	Member – 80,000.00 Non Member – 85,000.00
December	TBA	6 Days	Advancing Public Policy through Strategic Communication	50	Advanced Career	AC	Member – 150,000.00 Non Member – 160,000.00

AC Advanced Career
 MC Mid Career
 M/AC Mid Career/Advanced Career
 E/MC Early Career/Mid Career
 AL All Levels

9. PRSK 2026 Training Calendar

Date	Location	Duration	Course	Points	Level		Your Investment (Kshs)
19 th – 20 th February, 2026	Nairobi, Kenya	2 Days	Mastering Internal Communication: Strategies for Success	20	Mid Career	MC	Member – 15,000.00 Non Member – 25,000.00
26 th – 27 th February, 2026	Nairobi, Kenya	2 Days	AI Powered PR: Navigating the Future of Communications	20	Mid Career/Advanced Career	M/AC	Member – 15,000.00 Non Member – 25,000.00
2 nd – 3 rd March, 2026	Nairobi, Kenya	2 Days	Brand Storytelling: Creating Compelling Narratives for Public Relations	20	Mid Career/Advanced Career	M/AC	Member – 15,000.00 Non Member – 25,000.00
4 th March, 2026	Nairobi, Kenya	0.5 Days	Strategies for Effective Knowledge Sharing and Communication	5	Mid Career/Advanced Career	M/AC	Member – 5,000.00 Non Member – 10,000.00
5 th – 6 th March, 2026	Nairobi, Kenya	2 Days	Introduction to PR and Sustainability Communications	20	All Levels	AL	Member – 15,000.00 Non Member – 25,000.00
9 th – 13 th March, 2026	Naivasha, Kenya	5 Days	Dive into Digital: A Primer on Social Media Management	50	All Levels	AL	Member – 80,000.00 Non Member – 85,000.00
23 rd – 27 th March, 2026	Kisumu, Kenya	5 Days	Excellence in Public Service Management and Leadership	50	Advanced Career	AC	Member – 80,000.00 Non Member – 85,000.00
1 st April, 2026	Nairobi, Kenya	0.5 Days	Audience Analysis and Segmentation for Effective Messaging	10	All Levels	AL	Member – 5,000.00 Non Member – 10,000.00
2 nd – 3 rd April, 2026	Nairobi, Kenya	2 Days	Driving Impact: Business and Financial Skills for PR Professionals	20	Mid Career/Advanced Career	M/AC	Member – 15,000.00 Non Member – 25,000.00
6 th – 10 th April, 2026	Nakuru, Kenya	5 Days	Mastering Social Media for Organizational and Personal Branding	50	Mid Career/Advanced Career	M/AC	Member – 80,000.00 Non Member – 85,000.00
20 th – 24 th April, 2026	Nairobi, Kenya	5 Days	Stakeholder Analysis, Engagement and Communication	50	Mid Career/Advanced Career	M/AC	Member – 35,000.00 Non Member – 45,000.00
4 th – 8 th May, 2026	Kisumu, Kenya	5 Days	Crisis and Issues Communication Management	50	Mid Career/Advanced Career	M/AC	Member – 80,000.00 Non Member – 85,000.00
15 th – 19 th June, 2026	Naivasha, Kenya	5 Days	Risk, Leadership and Governance in Public Relations	50	Advanced Career	AC	Member – 80,000.00 Non Member – 85,000.00
14 th July, 2026	Nairobi, Kenya	0.5 Days	Harnessing the Power of Public Relations and Legal Collaboration	10	All Levels	AL	Member – 5,000.00 Non Member – 10,000.00
15 th – 17 th July, 2026	Naivasha, Kenya	3 Days	Mastering Corporate Social Investment and Creating Effective Communication Strategies	30	Early Career/Mid Career	E/MC	Member – 35,000.00 Non Member – 45,000.00
27 th July – 31 st August, 2026	Nakuru, Kenya	5 Days	Power of Data: Mastering Social Media Analytics for Strategic Decision Making	50	Mid Career/Advanced Career	E/MC	Member – 80,000.00 Non Member – 85,000.00

12 th – 14 th August, 2026	Machakos, Kenya	3 Days	Writing for Corporate Publications: Newsletters and Magazines and Annual Reports	30	Early Career/Mid Career	E/MC	Member – 35,000.00 Non Member – 45,000.00
17 th – 21 st August, 2026	Kisumu, Kenya	5 Days	Stepping into Leadership: Essential Skills for New Managers	50	Mid Career	MC	Member – 80,000.00 Non Member – 85,000.00
24 th – 28 th August, 2026	Mombasa, Kenya	5 Days	Communication Fundamentals:	50	Early Career/Mid Career	E/MC	Member – 80,000.00 Non Member – 85,000.00
7 th – 11 th September, 2026	Kisumu, Kenya	5 Days	Mastering Event Planning and Management	50	Early Career/Mid Career	E/MC	Member – 80,000.00 Non Member – 85,000.00
16 th – 18 th September 2026	Machakos, Kenya	3 Days	Driving Impact through ESG Communication	30	Early Career/Mid Career	E/MC	Member – 35,000.00 Non Member – 45,000.00
30 th September – 2 nd October 2026	Naivasha, Kenya	3 Days	Writing for Corporate Publications: Newsletters and Magazines and Annual Reports	30	Early Career/Mid Career	E/MC	Member – 35,000.00 Non Member – 45,000.00
October	TBA	6 Days	Communication and Leadership	50	Advanced Career	AC	TBA
November	TBA, Kenya	5 Days	PRSK 2026 Annual Summit	50	All Levels	AL	Member – 80,000.00 Non Member – 85,000.00
December	TBA	6 Days	Advancing Public Policy through Strategic Communication	50	Advanced Career	AC	Member – 150,000.00 Non Member – 160,000.00

AC Advanced Career
 MC Mid Career
 M/AC Mid Career/Advanced Career
 E/MC Early Career/Mid Career
 AL All Levels



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Calculate your CPD Points

10. Calculate your CPD Points

9.1 Mode of Delivery

The PRSK workshops range from introductory through intermediate to advanced level. In addition to the workshops that PRSK will offer, customised in-house courses will be offered on request to meet specific organisational needs.

9.2.1 Basic/Early Career

The courses have been developed with new entrants to PR or non-PR practitioners with some responsibility for Public Relations in mind. The practitioners may also hold academic credentials in related studies with minimal Public Relations experience thus requiring basic communication skills and an understanding of how the PR industry in general operates.

9.2.2 Intermediate/Mid Career

Intermediate courses targets practitioners with good grounding in PR and Communications looking to sharpen their skills set as part of career progression. The practitioner is likely to have over five years PR experience; working at In-House PR or Consultancy. The practitioner may have a Public Relations qualification with some work experience and has attended an Intermediate core PR Skills CPD workshop.

9.2.3 Advanced

Advanced courses are for senior practitioners seeking to improve efficiency and PR management skills. The practitioner understands the importance of communication management as a strategic management function and has a wide range of skills but needs to enhance knowledge and understanding of industry issues. The practitioner has also attended an advanced core PR Skills CPD workshop.

Courses with a specialised and/or personal development mention are aimed at all levels of practitioners and cover a broad range of special interest subjects. The course is topic specific and deemed relevant to public relations and communication management professionals. These courses investigate specific issues of practices facing organisations and/or the practitioner today.

9.2.4 Disclosure

- PRSK reserves the right to cancel and/or postpone a workshop before the published date and in this respect will offer transfer to another programme.
- Cost value does not include travel and accommodation.
- A 50% fee of cost value will be surcharged to delegates who fail to attend activities to which they have made reservations.
- Cancellations must be received in writing 7 days before the activities due date.
- All request and/or queries should be made in writing to admin@prsk.co.ke

“...Advanced courses are for senior practitioners seeking to improve efficiency and PR management skills. The practitioner understands the importance of communication management as a strategic management function and has a wide range of skills but needs to enhance knowledge and understanding of industry issues....**”**

9.2 Your CPD Points

Keep in mind that you need 60 CPD points for 2025.

For registration or further information please contact:

Public Relations Society of Kenya

P.O. Box 43098-00100

Nairobi, Kenya

Email: admin@prsk.co.ke

Tel: +254-20-2626215/7

Website: www.prsk.co.ke



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