
“Come join other professionals in learning how to effectively execute stakeholder management in an increasingly complex and shifting global context”

WORKING WITH STAKEHOLDERS

FROM ENGAGEMENT TO COLLABORATION

Pride Inn Paradise Beach Resort,
Conference Centre and Spa,
Shanzu, Mombasa



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A Training Programme by Peterson Integrated
Communications Ltd
On Human Capital Output Maximization

“*‘...To move stakeholders to collaboration, we must connect with them; and to connect with stakeholders, we must get to where they are; that means knowing where they are...’ PICL*”

“This Programme Will Provide You the Skills and Tactics for Achieving Stakeholders Support and Commitment to Organisations Programmes”

At Peterson, we embrace the philosophy that effective stakeholder management is fundamentally an interactive process. It is thus a process of continuous mutual adaptation, of give and take, of move and countermove.

You can't afford to miss this stimulating and exciting programme!



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WORKING WITH STAKEHOLDERS: FROM ENGAGEMENT TO COLLABORATION

REGISTRATION FORM

DELEGATE INFORMATION

Prof/Dr/Mr/Mrs/Ms

Position Telephone

Email.....

Organisation

Telephone

Emailofcontactperson.....

AUTHORIZING OFFICER:

Prof/Dr/Mr/Mrs/Ms.....

Position Telephone

Signature

Email:.....PostalAddress.....

YOUR INVESTMENT: This training attracts an investment fee of KES 65,000 (USD 650 for non-residents). This fee covers for training materials, certificate and conference facilities. Delegates will pay for their accommodation and upkeep during the training.

Bank Transfer to **Co-operative Bank, Nairobi Business Centre Branch, Account 01148696195200**

Account Name: PETERSON INTERGRATED COMMUNICATIONS LIMITED

Bank Swift Code : **KCOOKENA, Branch Code 11051**

TERMS AND CONDITIONS

Payment: Payment must be completed prior to the training. However, in some special incidences, commitment in the form of LSO/LPO would suffice. Where LSO/LPO has been used, payment must be paid 14 days upon invoicing.

Scheduling: For reasons beyond the control of PICL, the scheduling of the course may change. In such an eventuality, delegates will be admitted in subsequent training. PICL is absolved from and indemnified against any losses or damages as a result of rescheduling or cancellations.

Delegate Cancellations: Cancellations must be received by PICL in writing 14 days prior to the training. Any cancellations coming later than that will attract 50% cancellation fee. Non-attendance does not constitute cancellation. No show will be charged the full registration fee. However, substitutions at no extra charge are welcome.

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INTRODUCTION

In today's challenging business and operational environment, partnerships and collaborations are increasingly the most effective approach to solve many policy and operational challenges. From local multi-stakeholder partnerships to global alliances, leaders in public, private and nonprofit organisations are constantly bombarded with new challenges. These challenges are best addressed by pooling resources and competencies in innovative and strategic ways.

There is no doubt that achieving effective collaboration among stakeholders who have different values, missions, cultures, aspirations and needs is not a walk in the park. Requisite skills are needed to create networks, mutual understanding, away from the traditional methods of top-down approach. Instead, the most prescriptive approach is that of cross-sectoral partnerships, which in turn creates collaborative solutions. This approach requires managing power structures, diverse resources, mindsets and accountability obligations.

Peterson Integrated Communications Limited (PICL), a leading Strategic Communications firm, has now developed an executive programme Working With Stakeholders: From Engagement To Collaboration to address critical challenges in Stakeholder management, provide best practices of successful collaborations and put forward innovative ways of thinking about cutting edge problem solving.

This two day programme, facilitated by distinguished professionals of global repute, will provide participants the skills needed to fortify relationships with stakeholders, provide the requisite communication approaches and explore exciting novel approaches of multi-sectoral collaborations.

MODE OF DELIVERY OF THE PROGRAMME

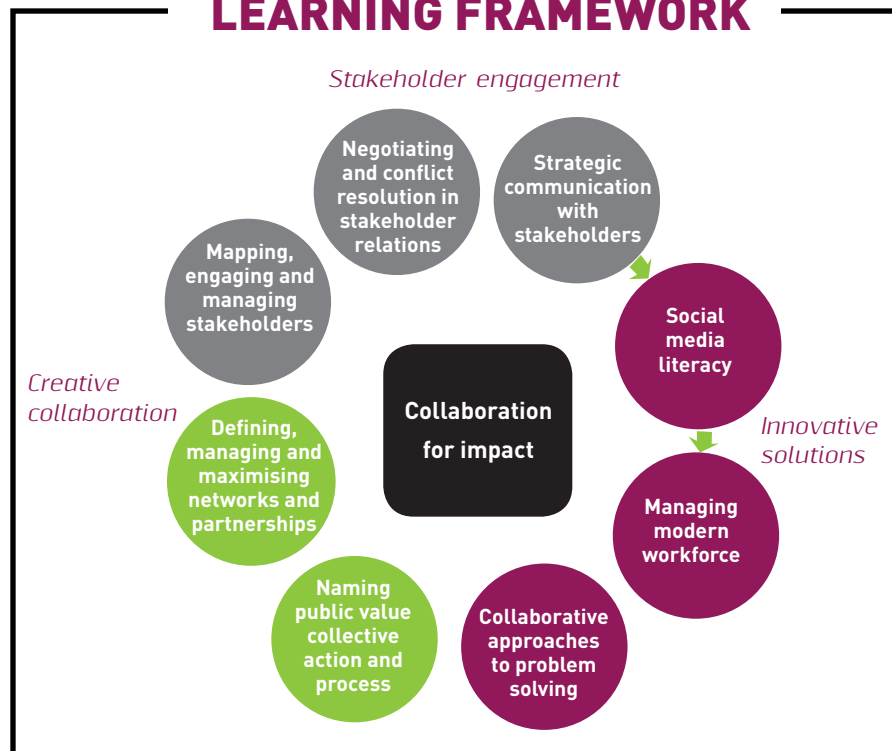
This is an intensive practical two-day residential programme that focuses on current approaches to stakeholder management. The programme is facilitated by leading Strategic Communications and Stakeholder management Professionals of global repute.

The programme will put into perceptible the latest infusion to stakeholder management, provide cases of excellent multi-sectoral collaborations and articulate strategic communication approaches for addressing stakeholder information needs.

The mode of delivery combines presentations, group interactive sessions, experience sharing as well as real case

analysis. At the end of the programme, participants are expected to develop stakeholder management strategies for their organisations.

LEARNING FRAMEWORK



“Our concept of effective management is based on rapid, flexible and opportunistic manoeuvre. The essence of manoeuvre is taking action to generate and exploit competitive advantage to influence people so as to accomplish our objectives as effectively as possible.

*AND OUR ACHIEVEMENTS MUST BE MEASURED
TIMELY AND ACCURATELY”*

Peterson Integrated Communications Limited

PROGRAMME OBJECTIVES

The programme aims at making the participants:

1. Understand the frameworks for stakeholder communication, mapping, engagement, assessing relationships, network development and cross-sectoral collaboration.
2. Infuse Strategic Communications skills and qualities that stakeholder managers of the current and future organisations will require.
3. Build collaborative mindset based on common shared values to foster relationships among stakeholders within their organisation, across organisations and with clients.
4. Develop skills to address contemporary management challenges arising from diverse workforce, shifting business environs and disruptive technological advancement.

WHO TO PARTICIPATE

- Leaders from Public, Private, Nonprofit and Civil Society organisations who desire to reach across sectors to achieve outcomes and impactful change.
- Public Relations Executives; Communications Executives; Corporate Affairs Executives; Media Liaison Executives; Marketing Executives; Advertising Executives; Other Professionals who manage stakeholder relationships in their organisation.
- Professionals such as lawyers, Public health practitioners, trade unionists who operate within networks, and are looking for more effective ways to create collaborative solutions

Workshop Venue, Travel and Accommodation Arrangements

The venue for the workshop is Pride Inn Paradise Beach Resort & Spa, Mombasa. Delegates are expected to make their own arrangements on travel and accommodation during the workshop. There are several hotels in walking distance. However, PICL has made special arrangements and subsidized arrangements with Pride Inn Paradise as follows:

Half Board accommodation	KES8,500
Spouse joining	KES3,000
Free for children under 5 years accompanying parents	
Airport transfer at KES6,000 for a group of 6 persons oneway	

Airport transfer at KES3,000 for one person oneway

Those wanting to enjoy the subsidised offers are requested to get in touch with us at least seven days before the date of the workshop.

However, those booking the hotel directly will need to inform the hotel reservations that they are attending the Measurement Workshop and the subsidised rates will be applicable.