

You are welcome to join other leaders in building your capacity to communicate effectively, build trust, inspire loyalty and lead effectively.

What Participants of the Inaugural Workshop Said...

...Very enriching and insightful training..."

"...Fantastic programme..."

"...very informative and good networking forum..."

... informative eye-opening and beneficial. It is also relevant to my career ..."

"I had an amazing experience and hope to do this again."

"Great!"

↑ Peterson
Communications Ltd

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DEMONSTRATING VALUE IN PUBLIC RELATION & STRATEGIC COMMUNICATION PROGRAMMES

National Workshop on Measurement of Returns on Public Relations & Strategic Communications Programmes



This training program is endorsed by APRA



↑ Peterson
Communications Ltd

NATIONAL WORKSHOP ON MEASUREMENT OF RETURNS
ON PUBLIC RELATIONS & STRATEGIC COMMUNICATIONS
PROGRAMMES

INTRODUCTION

Communication is the absolutely indispensable leadership and business discipline. Through Strategic Communication, leaders and businesses are able to illuminate the path for their audiences, gaining support, inspiring loyalty and leading effectively. Failure to communicate effectively leads to the exact opposite – leadership losses loyalty and more often than not, businesses crumble.

Many organisations, including government, implement numerous PR and Strategic Communication programmes. However, despite all the dollars spend in these programmes, professionals in PR face the challenge of measuring returns on Marketing Communication, Public Relations and Strategic Communications programmes. Consequently, providing a quantitative and qualitative justification for these programmes has been lacking, this despite there being a globally acceptable ways of demonstrating results, documented in the Barcelona declaration of 2015.

WHY MEASUREMENT OF RETURNS?

Any uptake of resources must demonstrate value for use of the resources. This justification provides accountability for uptake of such resources amidst many competing priorities. It is on this basis that the National Workshop on PR and Strategic Communication Measurement is being hosted to build skills among professionals on this key deliverable of the profession. This is a pioneer program, endorsed by African Public Relations Association, whose overriding objective is to build measurement skills and build a pool of local professionals who will advance the profession of PR and Strategic Communication. This workshop takes identical structure with a series of similar programmes being hosted in Africa. The overriding objective is to enlighten PR professionals on designing effective communication programmes and eliminate ambiguity in PR measurement and reporting.

The National workshop, facilitated by leading PR professionals of global repute, is designed to provide the latest tools and tactics of capturing and reporting on return on investment for PR programmes.

Lined area for notes, featuring horizontal dashed lines and a large, faint watermark logo for Peterson Communications Ltd.

NATIONAL WORKSHOP ON MEASUREMENT OF RETURNS ON PR & STRATEGIC COMMUNICATIONS PROGRAMMES

REGISTRATION FORM

DELEGATE INFORMATION

Prof/Dr/Mr/Mrs/Ms

Position Telephone

Email

Organisation

Telephone

Email of contact person

AUTHORIZING OFFICER:

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

Position Telephone

Signature

Email:..... Postal Address

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 14 DAYS prior to the training. However, in some special incidences, and with prior arrangements, payment will be accepted at the registration desk on day one of the training.

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.

WORKSHOP STRUCTURE

The workshop is designed to have three Parts:

PART 1: The Power of communication in connecting with audiences.

Communications is an act of will directed towards a living entity that reacts

PART 2: Designing effective and measurable communication strategies and programmes.

PART 3: Designing measurement and evaluation frameworks applying the globally accepted communication measurement principles.

PART 4: PRACTICAL SESSIONS.

MODE OF DELIVERY

This is an intensive practical two day training program, designed to refine skills in measurement of effectiveness of PR and strategic communication programmes. The module prepares senior executives to communicate effectively and make cutting edge public presentation.

The course is delivered through a mix of presentations, audio-visual aids and practical sessions. The programme is facilitated by distinguished strategic communication and PR professionals of global repute who have served at the highest echelons in strategic communications and corporate leadership and have taught strategic communication at various institutions of higher learning.

The training is designed to last two days. The overriding objective of the course is to instil requisite measurement skills to PR professionals to evaluate their programmes.

As a direct result of this programme, participants will be expected to report back to their work places with a well-articulated measurement frame work for their PR and Communication programmes.

TARGET AUDIENCE

The workshop targets professionals working in Public Relations, Corporate Affairs, Strategic Communication serving in government/and private sector. The following cluster of professionals cannot afford to miss the workshop:

- Public Relations Executives
- Communications Executives
- Corporate Affairs Executives
- Media Liaison Executives
- Marketing Executives
- Advertising Executives
- Other professionals wanting to enhance their communications skills

PARTICIPANTS OF THIS PROGRAMME WILL MAKE A COMMITMENT TO PARTICIPATE FULLY IN THE TRAINING INCLUDING TAKING PART IN THE VARIOUS PRACTICAL SESSIONS OFFERED.

THE POWER OF COMMUNICATION: SKILLS TO BUILD TRUST, INSPIRE LOYALTY AND LEAD EFFECTIVELY

PICL also provides personalised coaching on strategic communication and reputation management. This coaching is flexible enough to fit in the time constraints of busy executives.”

Get in touch with us on
marketing@peterson.co.ke
info@peterson.co.ke.

Workshop Venue, Travel and Accommodation Arrangements

The venue for the workshop is Pridelnn Paradise Beach Resort, Convention Centre and Spa, Shanzu, 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	KES 8,500
Spouse joining	KES 3,000

Free for children under 5 years accompanying parents.

Airport transfer at KES 6,000 for a group of 6 persons one way

Airport transfer at KES 3,000 for one person one way

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.

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

Peterson Integrated Communications Limited