



Board of Registration of Architects and Quantity Surveyors (BORAQS) Kenya

TRAINING NOTICE: TO ALL REGISTERED PERSONS

TOPIC: PUBLIC RELATIONS

DAY: WEDNESDAY, 22ND FEBRUARY 2023

TIME: 2:30 P.M. TO 3:30 P.M.

VENUE: ONLINE VIA ZOOM

LOGIN DETAILS: Meeting ID: 365 766 1035; **Passcode:** boraqs2023
(Enter your registration number and name as you login)

Public Relations (PR) is a strategic communication process that helps build and maintain relationships between a company and its various stakeholders, including customers, employees, investors, media, and the general public.

PR is key to any competitive business as it helps to create, reinforce, and maintain a positive image and reputation for the business to its various publics, while promoting its products, services, and values.

Learning skills:

- a. Understanding the purpose and value of the broad range of PR activities: media relations, social media management, content creation, events management, crisis communications, and community outreach.
- b. Developing and implementing communication strategies and tactics that help an organization effectively reach and engage with its target audience.
- c. Designing PR interventions to achieve desired goals, such as increasing brand awareness, promoting positive media coverage, building trust and credibility with stakeholders, managing reputation during a crisis, and ultimately, driving business growth and success.

22nd February, 2023