



### CIPR GRADUATION

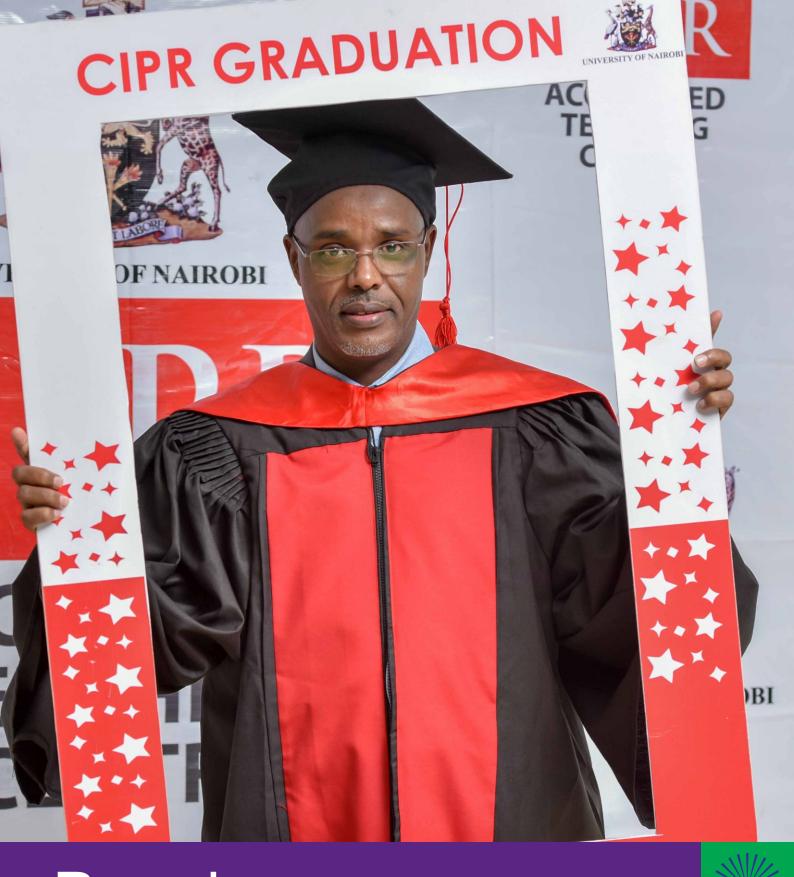
**CEREMONY** 





5 YEAR JOURNEY AS ACCREDITED TEACHING CENTER Proud to be #CIPR Qualified

@CIPRUON f @ X in



Proud
to be #CIPR
Qualified





### **OUR VISION**

A globally competitive university transforming society.

### **OUR MISSION**

To provide quality university education that embodies the aspirations of the Kenyan people and the global community through teaching, research, innovation, and community service.

### **ABOUT CHARTERED INSTITUTE PF PUBLIC RELATIONS**

he University of Nairobi in partnership with **Chartered Institute of Public Relations (CIPR UK),** is dedicated to raising standards in public Relations in Kenya and globally. CIPR UK is the only professional body in the world that can grant Chartered PR practitioner status.

There is a global community of #CIPRQualified professionals. In the past year alone, more than 130 international students from 32 countries have earned the CIPR qualification, learning from each other and passing on their knowledge and experience.

When you join the CIPR you become part of a global community of 10,000 public relations professionals. Whether you are starting out in your PR career, want to move up a level, or need to grow your knowledge in specialist areas, a CIPR qualification will take you further, faster.

These postgraduate qualifications usually take SIX months to complete.

Choose a specialist qualification if you want to become an expert in a particular field of public relations.

The following qualifications are on offer at the University of Nairobi:

- Specialist Diploma: Public Affairs
- Specialist Certificate: Internal Communications
- Specialist Diploma: Internal Communications
- Specialist Diploma: Crisis Communications
- Specialist Diploma: Digital Communications

Get in touch with us:

Email: cipr@uonbi.ac.ke

Call: 0721 581030

WhatsApp: +254700850869



t is my delight and privilege as the Vice Chancellor of the University of Nairobi to confer your award today. In so doing, I am filled with confidence that each one of you will go forth as a strong voice, a strategic mind, and an ethical leader in the dynamic world of public relations.

Your graduation is not just a ceremony it is a powerful marker of your resilience, your growth, and your professional promise. It represents hours of study, reflection, and collaboration. And now, as you wear your academic regalia with pride, you also wear the responsibility of influence to inform, engage, and shape public opinion with integrity.

I am proud that the University of Nairobi is home to the only CIPR-accredited centre in the region. Through this Centre, we have nurtured communicators who are not only technically skilled, but also grounded in values of professionalism, accountability, and purpose-driven communication. It gives me immense joy to join the Centre in marking its 5th anniversary, a milestone that affirms our shared commitment to excellence in communication education.

As you step into the next phase of your journey, be proud of yourself. This is no small achievement. Carry with you the lessons of clarity, truth, adaptability, and service all of which are central to effective public relations. Be the voice that bridges gaps, restores trust, and inspires action in an age of noise and misinformation.

I look forward to seeing the impact you will make.

Congratulations, and go out there and make it matter.



s we celebrate the 5th anniversary of our esteemed CIPR Accredited Teaching Centre, I am filled with immense pride and gratitude. Founded in 2020 through a strategic partnership with the Chartered Institute of Public Relations (CIPR) Global Awarding Body in the United Kingdom, our Centre has been dedicated to nurturing and empowering Public Relations practitioners across the region.

Since inception, we have had the privilege of graduating approximately 150 professionals in Public Relations and marketing who are now certified to practice anywhere in the world. Our CIPR leadership programs are designed not only to develop technical competence but to inspire leadership, self-discovery, and confidence—setting our graduates on a transformative path toward professional excellence.

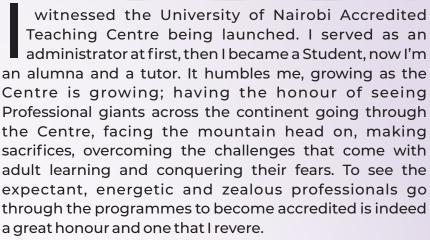
This milestone is a testament to the dedication of our graduates, who continue to make vital contributions in their workplaces, helping businesses and organizations navigate complex environments and achieve sustainable growth. Without effective PR and marketing, organizations risk stagnation and decline; with the skills and professionalism instilled by our programs, they are equipped to thrive.

A heartfelt congratulations to the Class of 2025 for achieving CIPR qualification—a significant step forward in your professional journey. I also extend my sincere appreciation to our passionate lecturers and administrative staff. Your resilience, teamwork, and unwavering commitment have been instrumental in overcoming challenges and building an institution rooted in excellence.

As we look to the future, I am confident that our collective efforts will continue to elevate our standards, inspire innovation, and drive success. The sky is truly the limit.

Thank you for being part of this incredible journey!

### **CIPR MANAGEMENT**



This is not just another certificate, nor is it just another qualification, but going through any of the CIPR Programmes tests you beyond who you are and who you have been professionally. Your networking skills are tested, your ethics are put to the test; especially now that the study is online and you develop your case studies unsupervised. I hope you can take a moment to reflect

and see how this qualification affirmed you. You are now a globally accredited Public Relations professional.

This is indeed a remarkable achievement and I would like to heartily congratulate all the CIPR-UoN 5th Graduation Cohort and congratulate the centre for making it 5 years down the line!

Go ye forth and spread the excellence of Public relations all over the globe!

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Go ye forth and spread the excellence of Public relations all over the globe!



NEKESA ESTHER, DIP CIPR, MPRSK

Communications Officer, University of Nairobi

and Administrator, CIPR-UoN

Dear Graduands,

On behalf of the CIPR team, I extend my heartfelt congratulations to each of you on this remarkable achievement. Completing this journey is no small feat—it speaks to your dedication, resilience, and commitment to professional excellence.

As you step into the next phase of your career, may the knowledge and skills you've gained here empower you to lead, inspire, and create meaningful change in the world of communication and public relations. We are incredibly proud to have been part of your growth.

Congratulations once again, and welcome to the alumni family!

MIRIAM MAINA-KAMAU, DIPCIPR, MPRSK Corporate Communications Manager, Kenya Export Promotion and Branding Agency

raduates, you did it!

Congratulations to each of you on your graduation from the CIPR programme! Having walked this journey myself (as both a CIPR graduate, current CIPR student and a tutor) I understand both the dedication required to complete this program. I have taught you. I have marked your papers. I have seen the seriousness and effort CIPR students put in their work. It was not easy, so today, we celebrate you... here are your flowers!

In 2019, when the opportunity came for a new CIPR Accredited Teaching Centre to be established in Nairobi, John Orindi, Ann Gichuhi and I jumped at it. I remember the work that was put into it, including hosting the one only Prof. Jim Macnamara who delivered a public lecture dubbed From Megaphones to Headphones on November 12, 2019. Macnamara's visit coincided with the CIPR accreditation team visit to UoN. They had come to assess UoN's level of qualification to teach CIPR and I tell you, we qualified with excellence!

On February 8, 2020, in the Chandaria Auditorium, the University of Nairobi officially launched the UK-based Professional Public Relations Program, CIPR. I remember how emotional it was for me (I missed the launch

### **DIPLOMA COURSE LEAD**

as I had a one-week-old baby) but honestly speaking, this event marked a turning point not just for UoN but for the public relations and communication industry in Kenya and the broader region.

By partnering with CIPR, UoN provided access to world-class, globally recognized professional certification in PR, filling a long-standing gap in the African communication landscape. CIPR is designed to empower the next generation of PR professionals with internationally benchmarked skills and ethical standards, elevating both academic and professional practice in Kenya.

Five years later, the significance of this milestone is undeniable. UoN has established itself as a regional leader of PR and communication education in East Africa. CIPR has helped many practitioners (including me) transition from academic training to practical, leadership-ready roles, raising the bar for the entire industry in Kenya and beyond. Congratulations to everyone who has contributed to making UoN a beacon of excellence in the field of public relations and communication.

Graduates, the profession needs voices willing to challenge outdated norms, stand up for truth, and advocate ethical communication. The world of PR is dynamic. Use your foundation to keep growing, both in knowledge and in contribution. Whether through bold campaigns, advocacy, or responsible storytelling, your actions can shape perceptions, build trust, and drive meaningful outcomes within organizations and communities.

As you step into your next chapter, remember your CIPR journey is more than a personal achievement, it is a launchpad for leadership and positive disruption in public relations. You are prepared, you are needed, and you have the opportunity to make a real difference. Go forward with confidence and pride because you are #CIPRqualified.



University of Nairobi, ATC

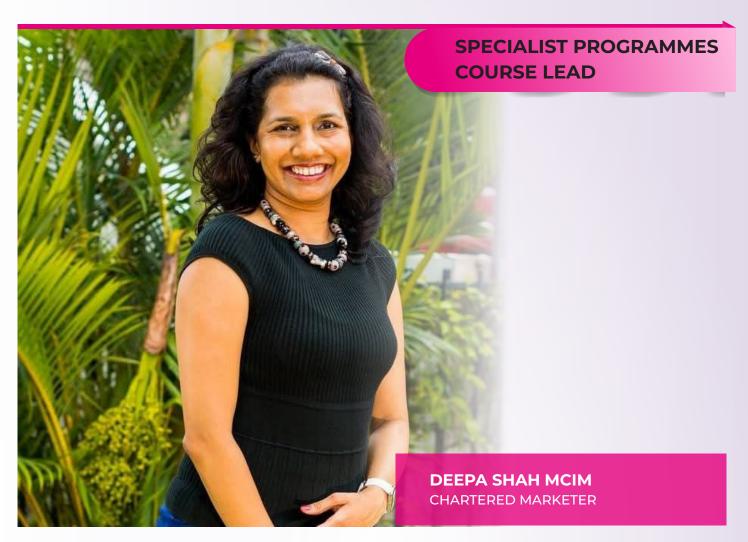
s Chinese Philosopher Lao Tzu once put it, "a journey of a thousand miles begins with a single step". In this same spirit, the University of Nairobi took its first step on the CIPR journey in late 2019 commencing with groundwork both in Kenya and Uganda in preparation for our first set of physical classes that were meant to kick off in March 2020 in these two locations. However as fate would have it, the Covid-19 pandemic broke out temporarily casting our well knit plans into doubt. But like the 26th President of the United States, Theodore Roosevelt once said, "Believe you can and you're halfway there". Indeed we believed we could and fast forward not even the pandemic could stop our first step. We quickly moved all the planned physical classes online and on 18th May 2020, we were able to kick start classes beginning with the Professional PR Diploma. I fondly remember stepping into this very first CIPR online class in Uganda in which I taught organisational branding and reputation. It was this class that laid a firm foundation for all the subsequent classes that followed and have continued to be delivered entirely online over the last 5 years. These virtual classes have also made it possible for all our students to attend combined classes with their counterparts from across the East African region and this has made it possible to learn from each other's unique case study situations.

Even though we only kicked off with one CIPR program initially, as an accredited teaching centre, we did not stop at only offering the

### **CERTIFICATE COURSE LEAD**

Professional PR Diploma program. We were able to expand our offering to include the Professional PR Certificate program which I now lead. The Certificate program was meant to cater for prospects who did not meet the requirement for direct admission to the Diploma program. During our time so far as a CIPR Accredited Teaching Centre (CIPR ATC), we have also churned out CIPR qualified practitioners in other specialist areas such as Public Affairs, Crisis Communication, Internal Communication and Digital Communication either at Diploma or Certificate levels.

So from just a handful of CIPR qualified practitioners at the time we kicked off the CIPR programs to now closer to 200 practitioners across the East African region, we surely have made progress especially as we mark our 5th anniversary this year, 2025. Had we not believed we could and taken the first step, perhaps we would not be celebrating the 5 miles that we have so far treaded. Just like the story of the "rolling stone" in the Bible, Mark 1:29-39, God's mission often requires movement. Like the rolling stone in the Bible, I equally believe these 5 miles so far treaded can only be a stepping stone on which our journey of a thousand miles gathers its moss. Take note that the major aim of the CIPR professional programs is to enhance, develop and nurture strategic thinking among PR professionals. Our plan as the University of Nairobi ATC is to ensure that we continue to accord all the necessary support that our students may need on their journey towards the attainment of this goal. As a Tutor and member of the CIPR management team at the University of Nairobi ATC, I always look forward to engaging with students especially on the challenges they face with the aim of according them all the support necessary during their study with us across the various levels of all the CIPR programs.



ear CIPR Graduands,

Congratulations on your remarkable achievement in completing your CIPR qualification!

Your dedication, hard work, and commitment through rigorous coursework, practical applications, and countless hours of study has culminated in this proud moment, marking you as a professional ready to make a significant impact in the industry. This milestone is a testament and we celebrate your perseverance and the skills you have honed, which will undoubtedly shape the

future of effective communication and strategic influence.

Your CIPR qualification equips you with the tools to navigate the dynamic and ever-evolving world of public relations with confidence and creativity opening new opportunities for you. Your achievement not only reflects personal success but also strengthens the profession as a whole, as you bring fresh perspectives and innovative ideas to the table. We are excited to see the contributions you will make, the relationships you will build, and the stories you will tell. Congratulations once again, and here's to a bright and inspiring future ahead!



### CHARTERED INSTITUTE OF PUBLIC RELATIONS

## RUTH MUSEMBI Communications & People Development Expert

ear Graduands, Congratulations on reaching this special milestone! It has been such a joy to walk with you on this learning journey, seeing your passion

ear Graduands, I am so happy to welcome you to this side of CIPR Qualification. Well done!

You have done yourselves and the whole CIPR East Africa fraternity proud. I do not need to reiterate the hard work that you have put into this journey. What I want to speak to, is the spirit of excellence and commitment in the rest of your PR careers and journey as CIPR flag bearers. Recently, we on boarded a new class to the CIPR Diploma, and it was amazing to hear each one of them speaking in great admiration of the people who recommended CIPR to them. They reiterated how they had experienced a superior level of quality in their work, and elevated level of confidence that was backed by critical analysis and evidence. These professionals who are admired across various sectors were also once in your shoes today. Breathing a sigh of relief and looking back in disbelief at the hurdles they had to overcome to become CIPR Qualified.

#OccupyManagement #OccupyBoards and #RejectMediocrity because you are now #CIPRQualified!

### **CIPR FACULTY**

grow, your confidence soar, and your ideas take shape in class. I have learned as much from your curiosity and insights as I hope you have from my teaching. Today, I celebrate each of you for the resilience and dedication you have shown in balancing work, studies, and life while pursuing your CIPR qualification. As you step into the next chapter of your career, I encourage you to carry forward the values and skills you've honed here, your ability to think strategically, communicate with purpose, and lead with integrity. The world needs bold, thoughtful communicators like you, and I have no doubt that you will shine wherever you go. Kudos to the UoN CIPR Accredited Teaching Centre on its 5th anniversary. It's been a privilege to be part of this incredible community of learning and excellence. May we continue to inspire and support the next generation of comm-unication professionals together!



# NAOMI MUTUA Lead, Brands & Executive Communications Ideologie Digital



ongratulations on your graduation. As an alumna of the Chartered Institute of Public Relations (CIPR) programme

### CIPR FACULTY

ear Graduates, Congratulations, you did it!

Completing the CIPR course is no small achievement, and you've proven you're ready to lead with strategy, clarity, and purpose.

As you step into the field, whether you go on to advise brands, shape policy, or amplify unheard voices — remember this: great PR isn't about noise, it's about thoughtful, ethical impact. We don't chase the spotlight; we craft the narratives that help others shine.

And to the UoN CIPR Centre — happy 5th anniversary! You've not just built a programme, you've nurtured a powerful community of communicators.

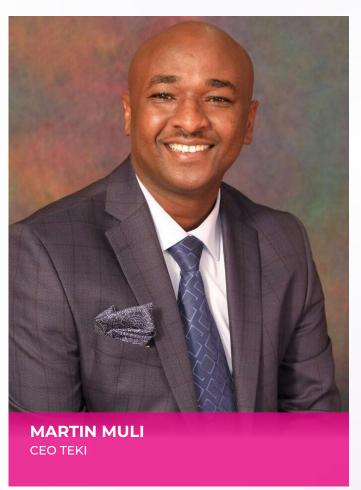
Here's to many more years of excellence and influence.

at the University of Nairobi, I can confidently say that the journey you have completed is empowering. The knowledge and discipline you have gained are tools that will serve you far beyond the classroom, whether you are shaping brand stories, managing stakeholder relations, or building purposeful communication strategies. As you graduate, this is the beginning of a dynamic career path. Keep learning, stay curious, and lead with integrity. You are now part of a resilient, committed, and globally recognized communications community and that is something to be incredibly proud of.

## BARASA PAUL SACHIDA (PB) Communications & Public Relations Specialist

### CIPR FACULTY

t's been an honour to be part of your journey as your tutor. I witnessed your resilience, drive to grow in the practice, and commitment to excellence firsthand. As you step out with your CIPR credentials, remember that the world needs PR professionals who notonly know the craft but practise it with integrity, strategy, and heart. Go forth and shine the torch of professionalism in every space you step into. Keep raising the bar!



ongratulations on 5 Years of Excellence & As we celebrate the 2025 graduands!

Warmest congratulations to CIPR Nairobi University Center as you celebrate five remarkable years of shaping professionals in public relations and communication! This milestone is a testament to your dedication, innovation, and commitment to excellence in shaping the communications industry.

To the graduating class, your hard work, resilience, and passion have brought you to this pivotal moment. As you step into the next chapter of your careers, carry forward the skills and values instilled here—the world needs strategic comunicators like you!

Special recognition goes to the faculty, trainers, and support staff whose tireless efforts have made this journey impactful. Here's to many more years of transforming careers and elevating the PR profession to higher heights.



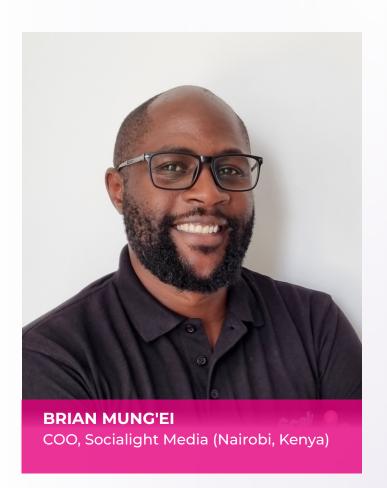
### MAUREEN MAMBO Director Nation Brand Development, Marketing and Communications

### CIPR FACULTY

want to extend my heartfelt congratulations to each one of, for this remarkable achievement. As a certified PR professional, you are stepping into a world that is more connected, more dynamic, and more in need of authentic, strategic communicators now more than ever before.

You are now equipped with the power to shape narratives, build trust, and foster meaningful relationships. Always remember you deserve to be on the table and your voice matters. Use it to inspire change, build meaningful relationships, elevate brands and communities. Remember to always stay curious, stay bold, and never stop learning. The world awaits your brilliance.

Congratulations once again and we are excited to see what lies ahead for you and the PR Industry at large. Well done.



ongratulations to the 2025 CIPR graduates and to the UoN CIPR Accredited Teaching Centre on marking five years of excellence and impact. It's been a privilege to serve as part of the faculty team, guiding professionals through a programme that continues to raise the bar for communications practice across the region. Over the years, I've seen incredible growth, critical thinking and resilience from our

cohorts, traits that are now more vital than ever in today's dynamic communications landscape. This moment is a celebration of your hard work, but also a call to lead boldly and ethically in your respective fields.

As you graduate, carry forward the values and skills instilled in you here and know that you are joining a growing network of professionals shaping the future of PR and strategic communication in Africa.



### Congratulatory MESSAGES

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As you step into the next phase of your journey, be proud of yourself. Be the voice that bridges gaps, restores trust, and inspires action in an age of noise and misinformation. Congratulations, and go out there and make it matter.

PROF. MARGRET JESANG HUTCHINSON, PhD

Vice Chancellor (Ag)

It's been an honour to be part of your journey as your tutor. I witnessed your resilience, drive to grow in the practice, and commitment to excellence firsthand. As you step out with your CIPR credentials, remember that the world needs PR professionals who not only know the craft but practise it with integrity, strategy, and heart. Go forth and shine the torch of professionalism in every space you step into. Keep raising the bar!

BARASA PAUL SACHIDA (PB)
Communications & Public Relations Specialist

A heartfelt congratulations to the Class of 2025 for achieving CIPR qualification—a significant step forward in your professional

Thank you for being part of this incredible journey!

journey.

JOHN A.O. ORINDI, MCIPR

Director, Corporate Affairs & CIPR Programs Coordinator at UoN ATC

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Congratulations on reaching this special milestone! As you step into the next chapter of your career, I encourage you to carry forward the values and skills you've honed here, your ability to think strategically, communicate with purpose, and lead with integrity.

### **RUTH MUSEMBI**

Communications & People
Development Expert

It warms my heart to see yet another cohort sailing through the turbulent waves of late nights, postponed weekend gatherings, let alone missed family me-time. Your tenacity tells a story of resilience and unwavering commitment to continuous professional development.

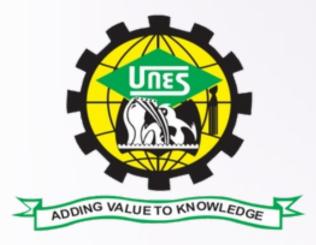
As the CIPR Faculty at the University of Nairobi ATC, we are immensely proud of each and everyone of you. Not just because you made it through this long haul in rare fashion but also in style. No wonder this rare occasion also happens to coincide with our 5th anniversary celebrations as a CIPR Faculty. Congratulations once again to you our graduands and Faculty alike".

### **MOSES OPOLOT**

Course Lead, CIPR Certificate Programs
University of Nairobi, ATC

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### PARTNERS MESSAGE



ongratulations to the CIPR Graduands & Happy 5th Anniversary Celebrations!!!!!!

A heartfelt congratulation to the latest Graduating Class of 2025 the Chartered Institute of Public Relations (CIPR) Training Center, the University of Nairobi, a Center of Excellence coupled with Subsequent 5th Anniversary Celebrations. Your dedication and hard work have culminated in this well-earned achievement.

As you step forward, may the knowledge and skills you've gained propel you to even greater heights in the ever-evolving world of PR.

Wishing you continued success and impact in shaping narratives and building reputations in the public arena.

### **SEITH ABEKA**

Managing Director UNES



mpowering Innovation. Supporting Growth. At Yocean Group Limited, we recognize the transformative power of education in fosteringinnovation. As a Leading Local manufacturer of Power Distribution Transformersand Smart Electricity Meters. essential components of our national grid infrastructure, we are dedicated to driving progress. Our main focus on transformer solutions is enhanced byan expanding array of energy technologies, including innovative sub-metering systems, solarEPC solutions, and state-of-the-art electrical accessories. To date, we have supplied over8,000 transformers to key utility providers,

such as KPLC and REREC, with thousands more distributed through private collaborations. Our unwavering commitment to powering Africa's future is truly unmatched. We are proud to support the 5th Graduation Ceremony of the Chartered Institute of Public Relations at the University of Nairobi (CIPR) as part of our ongoing dedication to fostering sustainable relationships and strengthening the institutions that will shapeAfrica's future. To the graduates: As you embark on this new chapter, carry with you a spirit of innovation, professionalism, and purpose. Your voices and influence will shape narratives, shift mindsets, and ignitemovements. Congratulations on this remarkable achievement!For: Yocean Group Limited

YU YANG,

Managing Director & CEO



### **GRADUATING CLASS OF 2025**



















### **GRADUATING CLASS OF 2025**









- Secure the job and salary you want:
- Earn pan-African and global recognition and respect;
- Transform your work;
- Be confident in your capabilities;
- Study flexibly around work and home.

Contact us today to take the first step in pursuing your PR career goals!

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https://www.uonbi.ac.ke/cipr-qualification-uon

### CIPR

Professional PR Diploma



### CIPR

Public Affairs Diploma



### CIPR

Internal Communications Certificate



### CIPR

Crisis Communications Diploma



### **GRADUAND'S TESTIMONIAL**



▲ The CIPR Professional Diploma has expanded my understanding of public relations beyond the newsroom, enhancing my strategic thinking and positioning me as a well-rounded communications expert. It's been a transformative experience that now allows me to bridge media, humanitarian communication, and public engagement more effectively."



▲ The pursuit of my certification has been characterized by dedication, hard work, and consistency. I have come to understand tha"t public relations extends beyond the crafting of well-composed stories and articles. It requires a multifaceted strategic approach that encompasses stakeholder engagement and management, reputational risk management, and a solid foundation of institutional knowledge. In the current digital landscape, effective communication is paramount in my public relations career. I am committed to staying informed about emerging trends to ensure the institution remains relevant to diverse audiences. Recognizing the importance of the audience, employing targeted messaging, and utilizing communication channels effectively are essential components of this endeavor."



▲ When I embarked on this journey, I knew it would not be an easy one: Achieving the prestigious CIPR Qualification involves extensive, systemic, systematic and intensive learning, evaluation, and testing. But this was an exciting journey! All along, I acquired new skills, networked with experts, learned from professionals across the globe and set on a journey for professional self-evaluation. In the end, what you achieve is not a mere diploma: you get practical skills that further grow your professional caliber and competencies. From the professional practice to ethics, from planning PR interventions to measuring their impact, the journey to the CIPR qualifications is filled with lots of lessons. I am proud to be among those who successfully complete this journey. today A huge thank you to the UoN CIPR team as well as the CIPR awarding body. Now is the time to lead with the distinction of being #CIPRQualified!"



My CIPR experience has been insightful on what Public Relations is actually about. It has equipped me with skills which have not only professionalized the way I execute my tasks but also given me opportunities to make contributions in strategic meetings. The knowledge has made me a more confident decision-maker, creative and an advocate for measurable Public relations campaigns in the digital age.....a very intense and memorable experience."

### **GRADUAND'S TESTIMONIAL**



Achieving a Certified International PR diploma is not just a credential, it's a badge of honour! It's a gateway to global PR excellence, supporting me to navigate the dynamic landscape of PR with confidence and expertise. I am elated!"



My CIPR journey was both challenging and incredibly rewarding. It has transformed how I understand and apply the power of strategic communication. I've come to appreciate that meaningful impact begins with deep listening, thorough research, and thoughtful reflection. CIPR has strengthened my technical capabilities and empowered me with confidence—as a communicator, a strategist, and a leader ready to make a real impact.

To the incredible faculty, my supportive peers, and everyone who walked this journey with us—thank you.



As I graduate from the CIPR Certification, I'm reminded of Aristotle's words: "We are what we repeatedly do. Excellence, then, is not an act, but a habit." This journey has taught me that good PR isn't just about visibility—it's about integrity and impact. It has reshaped how I see myself—not just as a communications professional, but as a brand. It has grounded my values, sharpened my voice, and given me clarity on the kind of PR practitioner I aspire to be. With this milestone, I look ahead with excitement, clarity, confidence, and a commitment to ethical storytelling guided by purpose, as I build a career rooted in truth, creativity, and bold strategy."



■■Joining the CIPR program has been one of the most exciting and transformative experiences of my professional journey. I have been passionate about Public Relations since my university days, and pursuing it at a professional level has truly been a dream come true. What I didn't anticipate was just how much I would grow. The depth of knowledge and fresh perspectives have reshaped how I approach communication.

While I sailed through most of the course, Unit 3 truly tested me. I failed it twice, but I never gave up. I pushed through, refined my thinking, and gave it one final attempt. That last submission not only passed, it was recognised as an exemplar paper. That recognition was a powerful reminder that resilience and dedication always pay off. This journey has been one of growth, learning, and self-discovery. I am incredibly proud to be a CIPR graduate.

To anyone considering this program, go for it. It will challenge you, stretch your thinking, and completely transform the way you practice communication. It is absolutely worth it."

### **GRADUAND'S TESTIMONIAL**



I am truly delighted to have completed the CIPR Professional Diploma a challenging and deeply enriching journey that sharpened my strategic thinking and reignited my professional confidence. Even as a seasoned practitioner, this wasn't routine. The module on measurement and evaluation stood out most, reframing my perspective on what truly drives impact in communication. This experience reaffirmed my belief in evidence led, ethical, and intentional PR practice. Being CIPR-qualified isn't just a credential it's a meaningful mark of distinction, and I am proud to carry it forward into the spaces where communication drives justice, inclusion, and lasting change."



A Pursuing the Chartered Institute of Public Relations (CIPR) Professional Diploma has been one of the most rewarding steps in my communications career. While I came in with some years of experience in broadcast media and corporate PR, the course re-framed how I viewed Public Relations. It deepened my appreciation for research, evidence-based planning, evaluation, and ethical decision-making. Being able to practically apply the CIPR lessons in my day-to-day work, even before completing the course, is the icing on the cake. CIPR gives you real-life solutions to real PR situations. It sharpened my strategic thinking and reminded me that as communicators, we are custodians of reputation, credibility, and trust. The CIPR course has boosted my confidence to lead PR conversations at a senior level, and I'm proudto also say that I now host #AskVictoria, a one-on-one online knowledge sharing session on PR related issues, because of the practical knowledge and confidence I gained from the CIPR course."



My CIPR journey has been exciting, engaging, and deeply enriching. The programme allowed me to sharpen my skills in strategic communication, stakeholder engagement, and measuring the performance of communication plans using evidence-based approaches.

I particularly enjoyed the interactive sessions and practical case studies, which provided real-world insights into developing impactful communication strategies. It was also a great networking opportunity, as I connected with professionals from diverse fields and exchanged valuable ideas and experiences.

The knowledge and skills I gained have strengthened my ability to design effective communication strategies, track and evaluate their impact, and contribute meaningfully to driving public sector reforms."



My role centers on strategic positioning and narrative development to position our Family Trust and Trust Funds as premier estate planning solutions. My CIPR training provided invaluable hands-on experience, directly enabling me to lead a groundbreaking campaign that successfully reshaped perceptions of our offerings. Dubbed 'The Inaugural Trust Co Campaign on Trust Funds,' this initiative achieved 90% of its objectives, driving awareness and establishing our models as superior alternatives—or complements—to traditional wills.

I extend my gratitude to our CIPR tutors and my colleagues for their instrumental support in this achievement." MY BEST PR QUOTE

'If I was down to my last dollar I would spend it on Public Relations' – **Bill Gates** 

### **PROGRAMME OF EVENTS**

### 1st August 2025

3.00pm - Collection of Gowns

4.00pm - Rehearsal

### 2nd August 2025

8.00 am - Arrival of guests

9.30 am - Graduation Procession

9.45am - Anthems

9.55am - Prayer

10.00am - Introductions

10.10am - Speeches

- Student experiences
- Tutors
- CIPR Course Leads
- John A.O. Orindi, MCIPR- CIPR Programs Coordinator
- Industry guest speaker -
- Partners/Sponsors
- Prof. Margret Jesang Hutchinson, PhD, Ag. VC, University of Nairobi
- Awards and issuance of Certificates
- Photo Opportunity
- Vote of thanks
- Lunch

**MASTER OF CEREMONY: ESTHER NEKESA** 



CHARTERED INSTITUTE OF PUBLIC RELATIONS



## BECOME A PR LEADER

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1. Launch of the CIPR- Accredited Teaching Centre at UoN in 2020 2. Christine Elong, a graduate during the 3rd CIPR UoN Graduation 3. Graduates posing for a photo at the 2nd Graduation Ceremony of the Centre 4. #CIPRQualified graduates pose for a photo at the 3rd Graduation Ceremony of the Centre 5. Prof. Julius Ogeng'o, former DVCAA, UoN speaking at the 3rd Graduation Ceremony















6. Graduates pose for a photo after the 2nd Graduation Ceremony of the CIPR UoN ATC at the Nairobi Safari Club 7. Mr. John Orindi, the CIPR- UoN Programme Coordinator speaking at the 4th Graduation Ceremony at UoN 8. Mariam Maina- Kamau, CIPR Diploma Course Lead speaking during one of the Centre's Graduation Ceremonies at UoN 9. Graduation procession during the 4th Graduation Ceremony of the UoN ATC 10. Graduates pose for a photo-2nd Graduation Ceremony 11. 1st Graduation Ceremony of the CIPR- UoN ATC held at the Nairobi Safari Club 12. The former Vice Chancellor, Prof. Stephen Kiama officially launching the UoN Accredited **Teaching Centre** 





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