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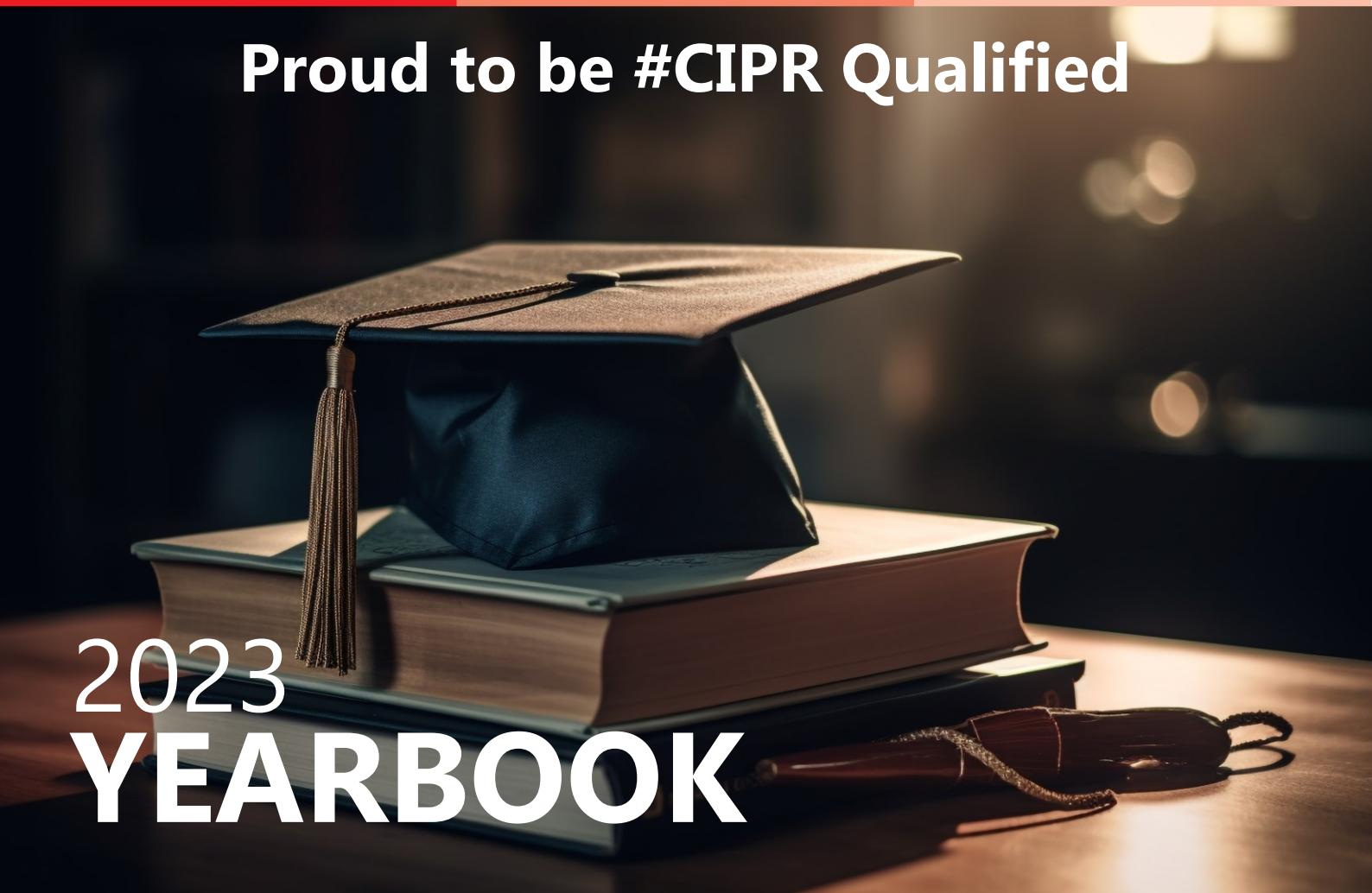
CIPR-UoN

Graduation

CEREMONY

Proud to be #CIPR Qualified

2023
YEARBOOK





CIPR-UoN

Graduation

CEREMONY

PROGRAM

28 July 2023

- 3.00pm - Collection of Gowns
4.00pm - Rehearsal

29th July 2023

- 8.00 am - Arrival of guests
9.30 am - Graduation Procession
9.45am - Anthems
9.55am - Prayer
10.00am - Introductions
10.10am - Speeches
 - Speeches by Student representatives.
 - Neema Mutemi, MCIPR - CIPR Course Lead
 - John A.O. Orindi, MCIPR- CIPR Programs Coordinator
 - Key Note Speaker from the Industry
 - Prof. Stephen Kiama Gitahi, PhD, Vice Chancellor, University of Nairobi

Awards and issuance of Certificates

Photo Opportunity

Vote of thanks

Lunch

From
VICE CHANCELLOR

PROF. STEPHEN GITABI KIAMA,
Vice-Chancellor, UoN

II I am elated to see that the CIPR at the University of Nairobi that started recently is already celebrating its 3rd Graduation Ceremony. It is something to be proud of and to see the level of impact that the University continues to have not only in the continent but globally.

Congratulations graduands! I am sure it was no mean fete. Nothing good comes easy. In this dispensation that we are in, where the landscape is evolving so fast, I keep affirming that individuals and the University must strive to stay vibrant and relevant. Keep carrying the PR torch wherever you go.

The University continues to leverage on the partnerships that we have; I am grateful to the CIPR Awarding Body that has continued to work with us, to mould you as practitioners that can support the delivery of business objectives with professional touch.

I would also like to thank and congratulate our staff members who have dedicated their time and effort to oil the wheels of the CIPR-UoN Accredited Teaching Centre. It is said that when you see something is working, someone is definitely making it work. We honour the sacrifice.

In this AI era, you have to take some time to reflect on your day to day input and output. Questions like, how can a PR practitioner leverage on Artificial Intelligence, to scale the output? to strengthen the level of impact? Or are you among the ones who will be replaced? Are you discovering innovative ways of reporting to management? New ways to position your brand?

Of late, I have had the privilege to benchmark with different institutions of higher learning in different continents. I have picked up a few challenges and the university management and I are committed to lead the institution through a paradigm shift in technology and innovation in its core mandate of research, teaching and learning. We are at a season of repositioning our researchers and working with industry leaders to shape the young minds.

Given that the University sailed through the global pandemic, Covid-19, we must always stay vigilant, continue having conversations on how to stay afloat amid all the other global crises.

Congratulations once again to all graduands! Go ye and practice disruptive PR!

From
PROGRAMME COORDINATOR



JOHN A.O.ORINDI, MCIPR

Director, Corporate Affairs &
CIPR Programs Coordinator at UoN ATC

II A big congratulations to all our CIPR graduands of 2023. It is a wonderful achievement to be CIPR qualified. Without being economical with words, you are now globally recognized PR experts and welcome to the club.

Getting CIPR qualified is not for the faint hearted. It is a tough program that requires a lot of commitment and sacrifice. I am very proud of you because you have shown great resilience by completing this program. Some of your colleagues dropped out and some are still struggling to complete. As a University, we believe in excellence and the CIPR program is tailored made to bring out that excellence through your work and contribution to the PR industry.

Every CEO or rather every organization values working with professionals because professionalism contributes to quality customer service and success of the organization. Lack of requisite professional skills may compromise one's growth and at worst put him/her first in line for lay off. The

Professional training you have acquired will help you understand the PR industry, the basics of the profession, the rules of the game and the advanced strategies. More importantly, and thanks to the UoN CIPR faculty, you are now in a position to demonstrate with ease the value proposition of PR to your organizations.

During your CIPR journey at the UON accredited teaching Centre, you learned how to employ strategic public relations to position brands and support attainment of business objectives of your organizations.

You have gained completely new skills in PR and I strongly believe that you are going to breath freshness in the execution of PR functions in your organizations.

I also believe that the program has raised your confidence and market value. With such an expanded knowledge and skills in Public Relations it is very much anticipated that you are soon going to get higher rewards for your professional work. I believe, it was a worthy investment to pay 2,550 dollars and graduate with a reputable global qualification that not only give you a sense of fulfillment and entitlement, but also open floodgate of opportunities for you in different parts of the world.

Getting a professional qualification in your area of interests is a show of commitment and dedication to the profession. Many of you have sacrificed and paid own fees/without sponsorship to undertake this program. This portrays you as serious, persistent and people willing to learn and prepared to take more responsibilities.

In the words of David Maister, " Believe passionately in what you do, and never knowingly compromise your standards and values. Act like a true professional, aiming for true excellence, and the money will follow". Having qualified to join the membership of a reputable professional PR body, your actions will be required to be consistent with the CIPR ethical values and standards. Do not compromise your professional standards for monetary rewards.

CIPR connects and CIPR Qualification will connect you to the right people. Starting with your classmates to members of the Professional association, you now have direct networks with influential people in the Industry. In this era of globalization, knowing the right people in various spaces is very important because social capital is one the critical success factors today.

Finally, I ask you to go out there and become good ambassadors of the CIPR program and ambassadors the university of Nairobi CIPR ATC. Go out there and create impact in your organizations through:

- The way you articulate your company vision, values and business strategies with passion.
- The way you interact with your stakeholders to build strategic partnerships.
- Generation of innovative contents to market your products and services and
- Writing strategic narratives to position your brands.

Once again thank you and Congratulations to CIPR class 2023 for your achievement.

From
PROGRAMME COORDINATOR



NEEMA G. MUTEMI, MCIPR

CIPR Course Lead

University of Nairobi ATC

II You have finally made it here! Congratulations to you. Please take a moment to celebrate this achievement. I know you don't need me to remind you how tough the journey was, but I am so immensely proud of each one of you for getting to this point.

As you embark on the next exciting chapter in your careers, you will be doing so in a rapidly evolving world. As we stand on the precipice of a new era, we find ourselves amid an AI revolution that is reshaping industries and transforming the way we communicate. The field of public relations is no exception. The industry is constantly under pressure in the face of a technological evolution, it is therefore essential for PR

practitioners to adapt and embrace change swiftly. The key question you should keep asking yourself is: What do I need to do to remain relevant and ensure I bring value to my employer/clients?

As a first step, I would like to remind you that you are not alone. Over the last 12 months or more, you have travelled this CIPR Journey with your colleagues. Please keep that network. I also encourage you to be active members of the CIPR. This is a prestigious network that you finally belong to. Take advantage of the resources and network that it offers and set yourself apart by wearing your CIPR title with pride! Please remember to renew your membership annually and keep yourself enlisted in the CIPR Global register. This will mean that you are making a life-long commitment to uphold the highest ethical standard in your practice.

Secondly, amidst this AI revolution, the human touch has become even more critical. Working in PR means you will be working with reputations and organisations and their stakeholders are comprised of human beings. As practitioners, your ability to connect with people on an emotional level, to understand their needs and aspirations, will be your greatest asset. While algorithms can process data, they lack the empathy, creativity, and intuition that are inherent to human beings. Use this to your advantage. Build authentic relationships, tell compelling stories, and create meaningful connections that resonate with your audience.

Lastly, continuous learning and up-skilling are essential. The pace of technological advancement is relentless, and staying updated with the latest tools and trends is vital. Embrace lifelong learning, attend workshops, pursue certifications, and stay curious. By doing so, you will not only remain relevant but will also become a trusted advisor who can navigate the ever-changing PR landscape. CIPR requires that its members commit to continuous professional development. Once you receive your Certificate, you will have qualified for your first 60 CPD points for your first year! If you accumulate an another 60 CPD points for the next two years, you will be eligible to apply for Chartership! There are lots of free resources available to members so welcome aboard!

From
PROGRAMME ADMINISTRATOR

HELEN AGENG'A
Administrator



Education is the foundation upon which dreams take flight, and as the administrator of CIPR UoN-ATC, I am honored to witness the growth and transformation of our graduates. With passion, dedication, and a thirst for knowledge, they have embraced the journey of learning and emerged as skilled PR practitioners. May our graduates continue to thrive and shine in their professional endeavors, carrying the values and skills imparted during their time at CIPR.

From
PROGRAMME ADMINISTRATOR

MS. ESTHER NEKESA, MPRSK
Administrator



Congratulations on the next phase of your career as a PR practitioner! You'll find that you won't have to work as hard to prove your worth, but instead, you'll be able to effortlessly earn your spot at the table. The CIPR qualification is a great way to validate your skills and expertise."

From
CIPR TUTORS



MARIAM MAINA-KAMAU

Mariam Maina- Kamau, mCIPR, is an internationally certified public relations practitioner, with over 14 years working experience in public relations, communications, media relations, events management, and social media management.

She holds a master's degree in Communications Studies from the University of Nairobi and a Bachelor of Arts degree from Moi University where she majored in Literature, Theatre and Film. In addition, she has a public relations certification from the Chartered Institute of Public Relations, UK.

She is the Corporate Communications Manager at the Kenya Export Promotion and Branding Agency and also offers PR and communication consultancy services. Mariam has previously worked at the University of Nairobi as the Public Relations Manager.

She is a member of Public Relations Society of Kenya.

Her hobbies include cooking, watching movies, reading, crocheting and writing.



DEEPA S. SHAH

MCIM Chartered Marketer

Deepa Shah a passionate marketer with over 18years experience gained in various industry sectors such as FMCG, Pharmaceutical ,Financial sector in the marketing field and 14years experience in lecturing various modules within different levels offered by the Chartered Institute of Marketing UK and 6 years' experience in lecturing Digital Marketing various modules offered by Digital Marketing Institute Dublin at accredited study centers in Nairobi. 1year experience gained in lecturing the specialist program under CIPR at the University of Nairobi.

Deepa holds a Masters in Digital Marketing, and postgraduate diploma in Marketing from the Chartered Institute of Marketing UK holding the Chartered Marketer Status. A certified Digital Marketing

trainer recognized by the Digital Marketing Institute. In addition to marketing Deepa is eloquent in various languages; Sign Language, Gujarati, Hindi, Japanese, French and Spanish.

She has a self-driven goal-oriented personality that has enabled her to be hard-working, determined and a high achiever. Deepa has a fun-loving personality, very charismatic with dynamic capabilities. Believes that nothing is impossible in this world.

DR. AYODELE JOHN ALONGE



Dr. Ayodele John Ayodele is an experienced educator and digital expert with a Ph.D. in Communication and Information Studies. He holds expertise in Library Science, communication and Record Management, and Publishing & Copyright Studies. Currently affiliated with the University of Ibadan in Nigeria, he has over 18 years of experience using Information and communication technology (ICT) to drive innovation and achieve organizational goals.

Dr. Ayodele is widely respected for his contributions to librarianship and information science. Beyond research, Dr. Ayodele is a proficient team manager and developer, with excellence in classroom and project management. He has exceptional problem-solving skills, thrives in collaborative environments, and delivers quantifiable outcomes benefiting both his team and the organization.

He holds a Ph.D. in Communication & Information Studies from the University of Nairobi, Kenya, along with a Master of Publishing & Copyright Studies and a Bachelor of Library and Information Studies from the University of Ibadan, Nigeria. Additionally, he possesses a Nigerian Certificate in Education (English and Political Science) from Kwara State College of Education, Oro, Nigeria.

JULIET RATEMO OKUMU



An adept communications professional with over 16 years of experience in both corporate and development communications. I Support organisations to achieve their goals, leverage partnerships, and drive sustainability through strategic communications.

I attribute my leadership expertise to my roles in international non-governmental organisations (INGOs), regional intergovernmental organisations, private sector/profit-making organisations, and government. I have regional Experience having worked with various East and Horn of Africa countries. My academic background is a degree in Communications, Media Technology, and an MBA in Project Management. I mentor, lead and manage communication teams.

My professional qualifications include the global communication certification, the Chartered Institute of Public Relations (CIPR UK), and the Google Digital Garage certification, Fundamentals of Digital Marketing.

BARASA PAUL SACHIDA



Barasa Paul Sachida is Public Relations practitioner with slightly over 15 years of experience in designing and implementing integrated communication strategies. He has worked in media, transitioned to the consultancy world and is currently a Communications lead in the health care sector.

He considers himself a 360° communication expert that can deliver at both the strategy formulation level as well as at a multi-layered tactical execution beat.

Mr Barasa has a Masters in Public Policy Administration from Kenyatta University and a Bachelor of Science Degree in Communication and Public Relations from Moi University, both from Kenya and is a certified by the Global Chartered Institute of Public Relations.

He has demonstrated history of top-notch projects in the infrastructure development, banking, telecommunication, financial sector, energy,

investment, and philanthropy.

DIANA OBATH



Executive creative communications professional with over 12 years PR and communication experience working with governments, non-governmental and corporate organizations in various capacities managing communications activities that promote, enhance, and protect the brand reputation of these organizations. Well versed with the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. Core competencies include strategy development, storytelling, film production and communications research, measurement and evaluation. Trained and facilitated several coaching, mentorship and PR classes equipping communications professionals with global professional perspectives over several years.

MOSES OPOLOT



Moses Opolot, is an accredited PR Professional and Tutor of the Chartered Institute of Public Relations (CIPR) UK, at the University of Nairobi Study Centre. Having been a member of the inaugural tutorial team, Moses participated in drafting the study content that is currently being used to deliver online tutorials to students pursuing the CIPR Professional Study Programs in the East African region including Kenya, Uganda, Rwanda, Burundi, South Sudan and other parts of Africa.

An experienced professional with over two decades under his radar, Moses is also the Chief Executive Officer of Close Touch Group, a strategic integrated marketing communications firm based in Kampala, Uganda. He is passionate about delivering cutting edge strategic integrated marketing communications solutions with the major aim of not only propelling brands to the top, but also keeping them at the

summit. This has been demonstrated throughout his professional work life where he has immensely contributed to the growth of leading industry brands in the beverage sector, telecoms, revenue collection, capital markets, accountability, and development sectors.

He has also previously worked in the broadcasting industry in Uganda starting out as a field reporter, eventually rising through the ranks to become a News Producer for prime-time News.

CHRIS ORWA



Chris Orwa is a data scientist with 12 years of experience in the field. He has worked on a variety of data-driven projects in the past. Chris is an expert in data mining, predictive analytics, and machine learning. He has experience in leading teams and creating innovative solutions in banking, telecom, fintech, retail, and logistics. He is an active member of the data science community, participating in conferences and giving talks on topics related to data analysis.

Chris has a passion for helping organizations make data-driven decisions and has helped many companies realize their business goals through the use of data.

ABOUT THE COURSE

The 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:

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WhatsApp: +254700850869



PHAUSTINE ADHIAMBO OTIENO

Agribusiness Management and Communications Specialist



NINSIIMA CREAM

Senior Public Relations Officer
National Water & Sewerage Corporation, Uganda



MARTIN WAISWA

Advisor Stakeholder Engagement
GIZ Uganda & Team lead Partivate
Uganda Limited



PURITY MAWIA

Publicity and Advocacy Officer
Nuclear Power and Energy Agency



TITUS MWANGI NJUKI

Senior Strategists
Media consultant at Fuerte Consultants



JACKIE ABISAGI TAHAKANIZIBWA

Corporate Relations,
Uganda Breweries Limited



DORIS NALWANGA

Communications & Customer Care Officer
Uganda Driver Licensing System Project



ACHOKO VERONICA OKUMU

Customer Service Consultant
Centenarybank



NELSON KUKUNDAKWE,

Communications Officer
ICAP at Columbia University (Uganda)



MARION KANARI, M.PRSK, CIPR

Strategic Communications
and Advocacy Specialist



PENINAH ASIIMWE

International Rescue Committee
Regional Communications Specialist



BARBARA NYAWIRA

Communications Consultant

TESTIMONIALS



PHAUSTINE ADHIAMBO OTIENO

Agribusiness Management and Communications Specialist

"I joined CIPR to kick-start a career in communications. With zero background in the field, I must appreciate the CIPR leadership for making this course successful through the comprehensive study of the subject. The course is worth it, and I am proud of who I have become, a CIPR-qualified professional! I look into the future with hope and excitement as I venture into this journey, offering solutions to corporates".



NINSIIMA CREAM

Senior Public Relations Officer

National Water and Sewerage Corporation, Uganda

"Through my CIPR Diploma course journey, I learnt that effective communication has the power to shape perceptions, build bridges, and drive positive change. Public Relations is not just about managing reputations; it's about crafting authentic stories that resonate with audiences and inspire meaningful connections."



MARTIN WAISWA

Advisor Stakeholder Engagement

GIZ Uganda & Team lead Partivate Uganda Limited

"As an economist/procurement professional, I enrolled for the CIPR Certificate to explore and gain skills in conveying messages in a more comprehensible and targeted way. I have since been able to design and execute impactful campaigns. My CIPR journey indeed made Stakeholder engagement swift and sure. PR is now my new passion and I look forward to completion of the professional diploma. For now, I will celebrate the "small wins"".



PURITY MAWIA

Publicity and Advocacy Officer

Nuclear Power and Energy Agency

"Embarking on the CIPR journey has been a game-changer for my professional growth. This diploma has not only broadened my understanding of public relations but has also honed my ability to evaluate and monitor the impact of PR campaigns. Armed with these newfound skills, I've witnessed firsthand the difference strategic PR can make in building strong relationships, enhancing brand reputation, and driving business success."



TITUS MWANGI NJUKI

Senior Strategists
Media consultant at Fuerte Consultants

"I am well versed with various aspects of Public Relations and Communication having started out as journalist. Strategy building, Media liaison, Crisis communication, internal and external communication, social media management, and Brand management are some of my key elements I bring onboard.



JACKIE ABISAGI TAHAKANIZIBWA

Corporate Relations,
Uganda Breweries Limited.

"No doubt CIPR will increase my earning potential because it has expanded my skill set and broadened my career opportunities. This qualification has positioned me as a persistent and progressive person willing to learn and demonstrated to my employers that i am ready for career progression.



DORIS NALWANGA

Communications and Customer care Officer
Uganda Driver Licensing System Project.

"The CIPR professional Diploma journey has been a rewarding challenge, being a PR novice. I have had the opportunity to fully comprehend contemporary PR. The ability to strategically plan, measure and evaluate PR campaigns (activities) has had a great impact on my day-to-day work, making it one of my most important take-aways.



ACHOKO VERONICA OKUMU

Customer Service Consultant
Centenarybank

"CIPR has been a phenomenal journey for me, one I stand to be proud of today. Through this journey, I have learned different dynamics of communication and how they impact whatever message is being put across. To be equipped with CIPR knowledge has boosted my confidence as a communications person. I am confident that I will raise the CIPR flag high up.

Special thanks to the University Of Nairobi for walking with me on this journey.



PENINAH ASIIMWE

International Rescue Committee
Regional Communications Specialist

"The CIPR journey opened my eyes to how important communications is for every sector in the world. Seeing what I know now, especially in crisis communications, I can say the journey has been fulfilling."

NELSON KUKUNDAKWE,

Communications Officer
ICAP at Columbia University (Uganda)



"My time at the University of Nairobi has been transformative. The strategic communication course gave me invaluable knowledge on key aspects of public relations such as reputation management, internal and marketing communications, and public affairs. The experienced tutors provided me with guidance and real-world insights, enabling me to develop a strong foundation in this field. I acquired skills to excel as a practitioner, helping me to navigate the diverse range of public relations functions. I look forward to applying my newfound expertise in my future endeavors."



MARION KANARI, M.PRSK, CIPR - Strategic Communications and Advocacy Specialist

"The Specialist Diploma Public Affairs has truly enriched my knowledge, attitude and skills to operate effectively in the PR and Communications industry. It was a great opportunity to learn from peers in different communication specializations and share knowledge."



BARBARA NYAWIRA

Communications Consultant

"This certification is a significant milestone in my professional growth and highlights my unwavering dedication to excellence. In a rapidly evolving communications landscape, it is crucial to stay ahead and continuously enhance my skills. This achievement showcases my commitment to personal and professional development. As a CIPR certified professional, I am excited to collaborate with and learn from fellow experts, making a positive impact in the field."



MAUREEN MBALUTO – MAMBO (MPRSK)

Director, Nation Brand Development, Marketing and Communication
Kenya Export Promotion and Branding Agency.

"My journey has been nothing short of transformative. CIPR has really opened a world of possibilities and opportunities for me, greatly impacting invaluable knowledge and skills. I look forward to utilizing these skills to navigate the complex and ever-changing public relations landscape"



AMAYA MUSOTSI

United Nations System

"I have deepened my knowledge and understanding of professional PR practice, tactics, and strategy and improved my strategic and critical thinking. I now draw upon PR principles, models, and concepts and effectively communicate and manage strategies. CIPR is a must-have tool for anyone with communication and Public Relations roles".



MAUREEN MBALUTO – MAMBO (MPRSK)

Director, Nation Brand Development,
Marketing and Communication,
Kenya Export Promotion and Branding Agency



AMAYA MUSOTSI

United Nations System



CHRISTINE ELONG MASAMBU

Public Relations Officer
National Agricultural Research Organisation (NARO)
Uganda



BASEERA AGNES

Public Relations Officer
NRM Secretariat



CAREN CHELANGAT

Corporate Communication and Marketing
National Health Insurance Fund



SALOME GATHONI

Communications Specialist



CHRISTINE ELONG MASAMBU

Public Relations Officer
National Agricultural Research Organisation (NARO)
Uganda

"Joining and completing the CIPR professional diploma in Public Relations is a dream come true. I needed to brush up on my skills and keep them in tune with current trends given the fast-changing communications landscape. A decision I am glad I took. With this diploma, I look forward to many more learning opportunities and career growth."



BASEERA AGNES

Public Relations Officer
NRM Secretariat

"Being at the CIPR has enormously expanded my communication skill set and exposed me to knowledge on the latest PR trends. Completing this course which is globally recognized makes me more confident in my abilities while I look forward to growing more in my PR career".



CARREN CHELANGAT

Corporate Communication and Marketing
National Health Insurance Fund

"My CIPR journey was very involving and tasking but exciting at the same time, earning this Diploma has been a game changer in how I conduct my transactions within the corporate and with stakeholders outside the organization.



SALOME GATHONI

Communications Specialist

"As the only Internal Communication student in the 2022 cohort, my CIPR journey has been a personalized and meaningful experience with the faculty that allowed in depth IC discussions and follow-ups on different topics in the syllabus. Delighted to be an equipped internal communication specialist writing an informed narrative in organisational engagement and commitment, change in this digital age.

BECOME A PR LEADER

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Take your PR career to the next level with the CIPR Professional Diploma. Our comprehensive syllabus will equip you with the skills and knowledge needed to lead at board level and make a real impact in your industry.

The syllabi and assessments are set by the CIPR Awarding Body, and the qualifications are accredited by the Global Alliance for Public Relations and Communication Management.



Don't wait to start your PR career.

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UNIVERSITY OF NAIROBI



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The syllabi and assessments are set by the CIPR Awarding Body, and the qualifications are accredited by the Global Alliance for Public Relations and Communication Management.

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Arziki Restaurant

Arziki (Meaning 'Prosperity') Restaurants are located on the Main and Chromo Campuses of the University of Nairobi. Both Restaurants are open to the public and provide delicious meals at competitive prices.

★★★ Delicacies ★★★



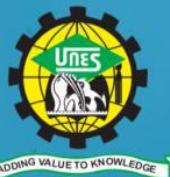
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