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CIPR

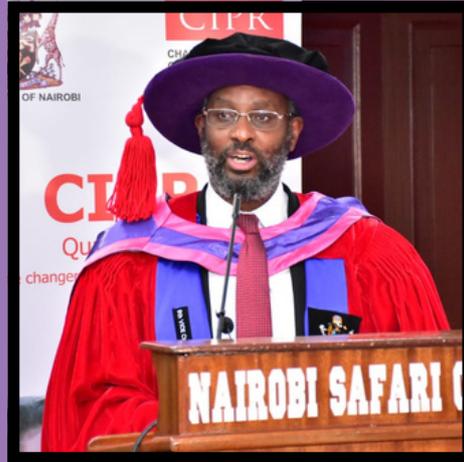
ACCREDITED  
TEACHING  
CENTRE

# Class of 2021-2022 Yearbook

Proud  
to be **#CIPR**  
Qualified



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# Message from the Vice Chancellor

Let me begin by congratulating all the granduands of CIPR Class 2021 for this wonderful achievement. You are indeed a distinct lot! You have shown great resilience by completing this program on schedule. Some of your colleagues dropped out and some are still struggling to complete. It is a tough program that requires a lot of commitment and sacrifice.

I presided over the launch of this program on 7th March 2020 and I am very happy that despite the disruptions caused by Covid-19 immediately after the launch, you were able to adapt to the use of technology to complete your studies and graduate on schedule. The future belongs to people who can embrace change. People who can adapt to the changing environment! People who can innovate and make transformative impact wherever they are. During the covid-19 the University of Nairobi quickly shifted to online learning and that quick decision to transition is what enabled you and all our students to complete their studies without a break.

Our core mandate as a University is teaching, learning, research and community service and our goal is to train competent manpower to the Industry. 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.

CIPR connects and CIPR Qualification will connect you to the right people. Starting with your colleagues here 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. Go out there and create impact in your organizations!



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# Ann Gichuhi

*MCIPR*

CIPR Lead

"With the changing trends in PR landscape, it is only prudent for PR practitioners to continually sharpen their skills and remain relevant with the changing times. The CIPR qualification is a game-changer in the communications industry and shapes PR practitioners to rise above the tide, adding value to every boardroom conversation.



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# John Orindi

*MCIPR*

Director Corporate Affairs,  
Programme Coordinator

"The qualification equips one with the professional skills for corporate communication, public relations and brand management."



## ***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 a 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.



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**Sandra Margaret Chao**  
PR Officer, AIC Litein Hosp



**Lubogo Muhammad**  
PR and Media Officer, UEGCL



**Sylvia Luseno**  
RedHouse Grp



**Wesley Kipngeno**  
Fundraising Content Manager



**Ruth Nasejje**  
Media Strategist, Kiira Motors



**Juliet Kwamboka Ratemo**  
Director of Comms, The Phero  
Foundation



**Gloria Nakibuuka**  
Manager Comms, Officer of  
Auditor General



**Murigi David Kinyanjui**  
Audit Associate One, AOG



**Jude Natamba**  
Senior Comms Officer, office of  
the Auditor General



**Zakayo Owino**  
Comms Officer, James Finlay Ltd



**Ann Mumbi Ngegere**  
Social Content Editor, FATHM Principal PR Officer, The Electoral  
Commission



**Bukenya Paul**  
Principal PR Officer, The Electoral  
Commission



**Eric Edrine Ntalumbwa**  
PR Officer, UWEC



**Bob Ambrose Nuwagira**  
Head of Comms and PR, HESFB



**Alexander Njiri Matheri**  
Strategic Management & Comms  
Specialist



**Zenab Hassan Bagha**  
Communication Specialist



**Laveen Mutira**  
Performance Management  
Business Partner, KRA



**Leah Kahunde**  
Comms Coordinator, BPI for  
Global Road Safety



**Imelda Mirembe**  
Senior Comms Officer, Ministry of  
ICT & National Guidance, UG



**Edward Richard Ahonobadha**  
Knowledge & Comms Manager,  
Health Pooled Fund S.Sudan



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**Linda Mimi Okondo**  
Comms Lead, Manufacturing  
Africa



**Marcellah Eucabeth Onsomu**  
Corporate Comms Manager,  
KMTCC



**Vincent Muchua Ng'ethe**  
Consultant Fact Checker, Kenya  
Editors Guild



**Bruno Marimba Otiato**  
PR & Comms Manager, COTU (K)



**Nansamba Odiirah Kemerwa**  
PR Officer, MoH Kampala



**Millicent Muthoni**  
Communications Manager for  
Writing at Equity bank



**Shakila Rahil Lamar**  
Head of Corporate Affairs and PR,  
Uganda Airlines



**Irene Nakasiita**  
Director Comms, Resource  
Mobilisation, Uganda Red Cross



**Kusasira Kabeera**  
Head of Comms & Corporate  
Affairs, UEGC Ltd



**Jon Fisher Sekabira**  
Principal Corporate Marketing  
Officer, National Water and  
Sewerage Corp, Uganda



**Phyllis Nyaboke Nyakiba**  
Head of Cooperative Comms &  
Marketing, NHIF



**Faith Mwaniki**  
Global Business Banking  
Graduate, Standard Chartered



## Sandra M. Chao



*"There are things you learn in school and things you learn on the job. This is what happens with most people in the industry. The CIPR diploma bridges this gap and gives you the necessary skills to become a competitive professional not just in the local PR industry but globally."*

## Lubogo Muhammad



*"CIPR is a very practical course that has given me a better understanding of modern-day PR and trends in the industry. The experience has been a great tool for improving my PR professional skills, ethical code of conduct and career."*

## Sylvia Luseno



*"Undertaking the CIPR Professional Diploma was the best decision I made in my PR and Communication professional journey. The course equipped me with advanced skills that enabled me to retool my strategic expertise. Beyond structural analysis and identification of business problems in formulating and executing strategic communication solutions, I have been armed to apply the PR models in planning, measuring and evaluating my work which is critical in decision-making."*

## Wesley Kipngeno



*"I loved CIPR not just because of the potential it set for me, but the challenges and opportunities it presented me to tackle modern public affairs conundrums. It gave me new lenses to view a dynamic world that I thought I knew.. Definitely recommend it to anyone who'd want to pursue something different and relevant."*



## Ruth Nasejje

*"This has enhanced how I communicate and relate with different audiences and the public. It is gratifying to successfully accomplish a task today knowing that the CIPR classes are the reason I'm killing it."*



## Juliet Kwamboka Ratemo

*"CIPR was intense and it was eye opening with a global lens to PR issues. The classes were very engaging with great topics, rich conversations and experienced tutors who gave their best. There was plenty of knowledge sharing, learning, and networking amongst my classmates. The expertise I have gained in strategic communications has propelled my career forward and enabled me influence strategy at the decision making level."*



## Gloria Nakibuuka

*"The CIPR journey has been well worth it. To say that my potential as PR practitioner would not be the same without this experience is an understatement.*

*I have loved every bit of it, the practical experiences shared, the knowledge gained, friends and connections made are priceless. Thank you for this experience."*



## Murigi David Kinyanjui

*"Taking this course has to be the best decision I've made this year. Having switched careers from audit to communication, the course couldn't come in handy more. The program has sharpened and deepened my understanding of Digital Media and how to interlink it with communications.*

*It will not only help me flourish in my career but also be in a vantage position to navigate through the ever-growing and changing digital space.*

*Thank you CIPR!"*



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## Jude Natamba



*"If something doesn't challenge you, it doesn't change you. My experience with CIPR program was challenging and life changing. I will forever be grateful for the opportunity CIPR offered me to learn from seasoned and cultured PR professionals, which has had an indelible impact on my career."*

## Zakayo Ochieng Owino



*"CIPR has expanded my knowledge of public relations and communication management. It has given me the knowledge and skills I need to strategically plan and execute effective public relations campaigns. I now have a better understanding of how to conduct research, plan, execute and evaluate successful campaigns with higher ROI."*

## Ann Mumbi Ngengere



*"The CIPR Specialist Diploma in Digital Communications course has been an eye-opening experience for me. From learning how to create the right content to how to distribute it on the right channels for maximum impact, the course covers everything you need to know to craft an effective digital strategy. The course tutors are industry experts in their fields, and you will get to use real-life examples in your classes, which makes the course material all the more fun and relatable."*

## Bukenya Paul



*"The CIPR programme has helped me understand and appreciate the changing world of PR and challenged me to unlearn and explore new approaches and strategies in public relations and stakeholder engagement. Importantly, my unique experience through the course has been interacting and learning from industry experts and peers."*



## Eric Edrine Ntalumbwa

*"I knew what I wanted from the onset. For every unit I accomplished, I was certain that my dream would become a reality. The times when I attended classes while on the road, the moments when I received CIPR assignments and had to accomplish organization work, I mastered the art of multitasking. CIPR is like a gateway to a truly rewarding African Safari with experienced guides offering authentic unbeaten experiences."*



## Bob Ambrose Nuwagira

*"CIPR has been a worthwhile investment as a PR practitioner in the Government Communications especially the underlined importance of research and measurement in running PR campaigns. While learning I decided to apply these principles to my work and the results have been amazing, especially in rallying support in the Boardroom and with top management."*



## Alexander Njiiri Matheri

*"I will confess that I wasn't totally sold on the program at the onset; but a year later, it has proven to be a phenomenal qualification. I loved the practical nature of the assignments, the great mix of tutors and the camaraderie I built with my colleagues in the program. As a PR practitioner with a non-PR academic background, the theoretical underpinning provided by the program has proven to be a shot in the arm for my practice!"*



## Zenab Hassan Bagha

*"Studying the CIPR Specialist Diploma in Digital Communications at the University of Nairobi was intense but rewarding! It provided the theoretical knowledge I'd been seeking to ground my years of practical experience within the field of strategic public relations. It also offered a great opportunity to meet, network, and share best practices with practitioners from a range of backgrounds."*



## Laveen Mutira



*"The CIPR Internal Communication Specialist Diploma transcends the general assumption that communication is a tactical endeavor. This course creates a deep understanding of how effective communicators can integrate a people-centric approach through strategic planning and measurement efforts in demonstrating how communication programs can have a positive impact on the organization's bottom line."*

## Leah Kahunde



*"CIPR helped me to transition from a predominately journalist career background to communications. Although I majored in communication for my first degree, I still felt a void when it came to it's actual practice given that I was a broadcast journalist for over seven years. As such, I knew without doubt that CIPR was the bridge I needed to help me merge my communication and journalism backgrounds given the experiences and testimonies shared by its alumni. Indeed, it is a tiebreaker that has set me apart from the other practitioners in the industry."*

## Imelda Mirembe



*"CIPR is a wide-ranging programme that combines theoretical and empirical study of Communication and PR. It has empowered me to confidently and creatively develop strategic communications that shape opinion. Pursuing the CIPR programme has greatly enhanced my understanding of the fluid PR landscape, while training me to be a thought leader and influencer across all sectors of the industry. Earning a global recognition as one of the #CIPRQualified professionals is truly exhilarating."*

## Edward Richard Ahonobadha



*"In the ever evolving world of public relations in the digital age, being able to accurately measure the impact of communications and public relations campaigns is a management function that all senior executives need. I have been greatly empowered by this course and I am better prepared to execute my mandate better using globally accepted public relations principles."*



## Marcellah Eucabeth Onsumu

*"CIPR equipped me with requisite skills and knowledge to serve in a dynamic work environment while offering strategic solutions. I now have a better understanding of the PR field".*



## Vincent Muchua Ng'ethe

*"My CIPR Experience reinforced my skills in digital communications. In today's world of disinformation, I can help organisations identify gaps in information and fill them before false information takes root. To build on my fact-checking skills, the course stressed the importance of identifying audiences and continuously reaching out to them. From now on my audiences will be engaged and armed with information they can act on."*



## Bruno Marimba Otiato

*"Challenging and demanding, but at the same time exciting, insightful and valuable. That has been my experience in CIPR. The knowledge and skills acquired are very relevant and practical in the workplace. I found the faculty equally rich in content and experience considering they are practising PR practitioners exposed to the trends and challenges of strategic communication. It has been a great learning and networking experience."*



## Nansamba Odiirah Kemerwa

*"I enrolled for CIPR soon after graduating with a Masters, convinced that no course could give me a hard time. I was wrong. CIPR emphasized research as a basis for PR planning and measurement as pivotal to practice—my missing puzzle piece. I liked the fact that the course is practical-based, and the tutors are experienced practitioners who give life to the theoretical underpinning of PR. The intensity was worth it."*



## Millicent Muthoni



*"Doing my Diploma with CIPR has opened my eyes to new opportunities that I can explore in my career. Having been exposed to trends and best practice in PR I am now equipped to venture into contemporary niche areas of practice and add value to my work. I have taken up new assignments that make my work more exciting and rewarding."*

## Shakila Rahil Lamar



*"Experience without theory is blind, but theory without experience is mere intellectual play, Immanuel Kant. It gives me great joy to look back at the CIPR Class, where theory was mashed up with practicality. I am ready to add to the body of knowledge in the PR space. CIPR sets the difference; you can't remain the same."*

## Faith Mwaniki



*"CIPR exposed my mind to a road less travelled. With zero background in PR, I often thought, "I'll do it when I'm not so afraid". But in reality, the 'doing it' comes before the fear goes away. Eventually, I did it afraid and here we are. First PR professional Certificate finalist at UoN. Do it afraid!"*

## Sylvia Kirabo



*I am very honored to be part of this year's graduation class of PR professionals. I would like to thank the faculty, my Family and friends for supporting me. It has been a challenging yet very enlightening journey. With this qualification, I am now well positioned and equipped with the right skills. When innovatively applied, these skills can have a positive impact on the development of the Public Relations and Communications sector in Uganda.*



## Irene Nakasiita

*"My CIPR Experience was worthwhile. It taught me a lot about Planning, Research, and Measurement for my work. A lot of thoughtfulness goes into my work before I meet the Board and other members of Senior Management to discuss Communications and PR, and how this influences our resource mobilization for institutional sustainability. Thanks to all our Tutors and more so, Mwalimu Ann for your continued support to all the students."*



## Kusasira Kabeera

*"CIPR lifted me up from a cobweb of PR uncertainties in which I had been floundering for a long time. It set me on a definite journey of doing my work knowledgeably and proudly. I have now mastered the art of establishing and maintaining mutually beneficial relationships between my organisation and its various publics. I am elated by this great achievement"*



## Jon Fisher Sekabira

*"Studying CIPR is an amazing experience. Many PR practitioners think that they know it all.... Once you start the class, you'll appreciate the need to acquire "New and Next Practices" in the PR world. The class opened my mind to new global practices that have enhanced my capability to deliver winning PR strategies for my brand. Enrolling for CIPR should be a "ritual" for all PR practitioners."*



## Phyllis Nyaboke Nyakiba

*"My experience while studying the CIPR course was exhilarating. The course requires one to be focused not to fail the assignments. Hard work and attending all the classes are a must. The Diploma has exposed me to critical writing, which is essential in my career. I have learned a lot, and I look forward to implementing what I learned in class in my career path. Thus far, it is God!"*



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## Janet Sudi



*"Endless opportunities, bespoke ideation of winning media and stakeholder engagement strategies are a sure promise upon enrollment for the CIPR diploma. Despite an illustrious career path in the PR world, counting to almost decades of experience, interacting with these units is awakening and informative. It injects more nuanced approaches to employ in this modern digital PR age. CIPR has been the most research-heavy subject I have done, nonetheless, it has all been worth it."*

## Grace Mukami Gachie



*"Studying CIPR is an amazing experience. Many PR practitioners think that they know it all.... Once you start the class, you'll appreciate the need to acquire "New and Next Practices" in the PR world. The class opened my mind to new global practices that have enhanced my capability to deliver winning PR strategies for my brand. Enrolling for CIPR should be a "ritual" for all PR practitioners."*



## CIPR SPECIALIST PROGRAMMES:

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