

INSTITUTE OF PUBLIC RELATIONS, GHANA

2024 ACCREDITATION IN-PERSON/VIRTUAL REFRESHER COURSE

LEVEL 3 TIMETABLE

Week 1

Date and Time 5 pm – 7 pm	Subject	Facilitator(s)
27/02/2024	Orientation	Afia Drah
Monday 04/03/2024	SUSTAINABILITY, ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG) Criteria	<ul style="list-style-type: none"> • Adikie Ayitevie • Praise Nutakor
Tuesday 05/03/2024	STAKEHOLDER MANAGEMENT	<ul style="list-style-type: none"> • Tony Aubynn • Geogina Fiagbenu
Wednesday 06/03/2024	HOLIDAY	HOLIDAY
Thursday 07/03/2024	Public Sector/Not-for-profit PR Management	<ul style="list-style-type: none"> • Robert Mensah • Paul Ansah, • Victoria Abaidoo
Friday 08/03/2024	DATAFIED PUBLIC RELATIONS	<ul style="list-style-type: none"> • Cynthia Ofori Dwumfuor, Charles Ayiku • Dr. Kwame Baah Nuako

Week 2

Date and Time 5 pm – 7 pm	Subject	Facilitators
Monday 11/03/2024	PR/COMMUNICATION METRICS	<ul style="list-style-type: none"> • Mad Adikie Ayitevie • Mawuko Afadzinu
Tuesday 12/03/2024	COMMUNICATION AUDIT	Afua Amankwaah Sarkodie
Wednesday 13/03/2024	LEADERSHIP	<ul style="list-style-type: none"> • Paul Asare Ansah, FIPR • Robert Mensah

Thursday 14/03/2024	LOBBYING & ADVOCACY	<ul style="list-style-type: none"> • Ken Ashigbey • George Sarpong
Friday 15/03/2024	RISK & CONDUCT	<ul style="list-style-type: none"> • Nii Okai Nunoo • Kojo Rockson

Week 3

Date and Time 5pm – 7pm	Subject	Facilitators
Monday 18/03/2024	PR Project Management	Prof. Malcam Ebenezer
Tuesday 19/03/2024	COMMUNICATIONS/PR STRATEGY DEVELOPMENT	<ul style="list-style-type: none"> • Esther Cobbah, FIPR • Donald Gwira, APR
Wednesday 20/03/2024	Public Relations Ethics & Code of Professional Conduct	<ul style="list-style-type: none"> • Maj. Albert Don-Chebe, FIPR • Kenneth Awuku
Thursday 21/03/2024	CRISIS MANAGEMENT	<ul style="list-style-type: none"> • Mawuko Afadzinu • Esi Hammond
Friday 22/03/2024	Visualizing Data in PR	<ul style="list-style-type: none"> • Josephine Appiah Nyamekye Sanni, APR • Nii Ayiku