



## TRAINING FOR TRANSFORMATIVE LEADERSHIP AND ELECTORAL SUCCESS

ARE YOU A  
POLITICAL  
ASPIRANT IN THE  
2022 GENERAL  
ELECTIONS?

Get a clear understanding of the obligations placed on elected leaders and representatives of the people, by the Constitution and the law

Avoid the mistakes many new comers into competitive elective politics make, due to ignorance of the laws and election procedures

Learn a winning strategy for your campaign

[WWW.ELECTIONSKENYA.CO.KE](http://WWW.ELECTIONSKENYA.CO.KE)  
*Re Home of Kenya Elections 2022 Information*

A project of:



Express Communications Ltd

This training has been designed to prepare and equip candidates with requisite knowledge and skills required for success in elective leadership positions in a democratic society. The training will further equip participants with the knowledge required to develop and implement an effective campaign strategy in the August 2022 General Elections.

The training targets those vying for positions of President, Governor, Senator, Member of National Assembly, County Women Representative and Member of County Assembly (MCA)

The course is based on international best practices.

DATES: March, April, May, June, 2022,

COURSE DURATION: 3 days

VENUE: Nairobi, Nakuru, Kisumu, Mombasa, Kakamega, Eldoret

## FACILITATION

The training will be facilitated by highly experienced specialists and practitioners in Governance, Leadership, Electoral Democracy, Campaign Management, Youth and Gender Issues.

## COURSE CONTENT

### Module 1: Understanding the Electoral Environment

- \* Governance, Leadership and National values
- \* Requirements for Ethical public leadership
- \* Constitutional and legal framework for elections management and dispute resolution

### Module 2: Understanding Electoral Processes in Kenya

- Electoral processes and key milestones
  - Consideration of:
    - \* Women
    - \* Youth
    - \* PWDs
    - \* Marginalized communities and minorities including special interest groups
    - \* in the electoral process and representation
    - \* Nomination requirements and management processes

## MODULE 3: Requirements For success in Elections (Before & After Nomination)

- \* Role of the Political Party
- \* Fundraising and Budgeting
- \* Agenda and Manifesto development
- \* Managing Your Campaign Team
- \* Managing risks in elections

### Securing the vote: Selection and Training of your poll agents, Election monitoring and watch

#### COURSE FEES

The course fee is KShs. 35,000 (US\$ 350) per day per person or KShs. 105,000 (US\$ 1050) for the course duration of 3 days, inclusive VAT. The fees covers course work, certification, lunches, teas and snacks BUT excludes accommodation, dinner, travel and per diems. See payment details in the attached registration form.

#### ADDITIONAL INFORMATION

- Special discounts offered for groups of 5 or more people.
- A participant in training program undertakes to attend the full course.
- Participation in the program is conditional on receipt of full fees prior to start of the course
- Notice of cancellation must be received in writing and is limited to 10 days prior to the start of the training.
- A refund of 70% the fee will be made upon receipt of the notice of cancellation.

#### SPECIAL PACKAGE

1. Special training packages will be offered for: Women, Youth and PWD aspirants upon request by organized groups, agencies and sponsors.
2. With prior arrangement, the program will carry out targeted training and provide technical advice on campaign management, to individual candidates and their campaign teams.
3. Special training packages on governance within political parties will be provided upon arrangement

# REGISTRATION FORM

*(Print this form, fill the details, scan and send to the email address below)*

NAME (as appears on your ID) \_\_\_\_\_

IDENTIFICATION (ID/ Passport) \_\_\_\_\_

DATE \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_

TEL \_\_\_\_\_

ASPIRANT CATEGORY (President/Governor/Senator/ MP/  
Woman Rep/MCA) \_\_\_\_\_

PREFERRED VENUE \_\_\_\_\_

A full payment of the course fee should be made to the bank account or Paybill provided below:

All payments to Express Communications Ltd. Bankers: NCBA City Branch A/c: 1746930053

MPESA: Paybill: 880100, ACCOUNT NO. 1746930053

Upon payment, please send a scanned copy of the bank slip or M-PESA message to the email address below.

[info@electionskenya.co.ke](mailto:info@electionskenya.co.ke)

## ENQUIRIES:

All enquiries about the training program should be channeled to:  
Mercy  
Email: [admin@idiafrica.org](mailto:admin@idiafrica.org) | Tel. +254 705 985 418/+254 729 925 416  
Or  
Lydia  
Email: [info@electionskenya.co.ke](mailto:info@electionskenya.co.ke) | Tel: +254 721 235 985