

Programme Schedule

Day one – May 25, 2021

10:00 – 10:02	Opening and Welcome – Moderator, Mrs Nkiru Olumide-Ojo – Executive Head of Marketing & Communications Africa Regions (PBB), Standard Bank
10:02 – 10:04	African Union Anthem
10:04 – 10:05	Flag Parade
10:05 – 10:10	Introduction and Recognitions – Moderator, Mrs Nkiru Olumide-Ojo
10:10 – 10: 15	Welcome & Opening Remarks – President, African Public Relations Association (APRA) Mr. Yomi Badejo-Okusanya
10:15 - 10: 20	Goodwill Messages
10:20 – 10:25	Opening remarks – President, African Public Relations Association, (APRA) Mr. Yomi Badejo-Okusanya
10:25 – 10: 30	Ground rules and Introduction of Keynote Speaker – Moderator, Mrs Nkiru Olumide-Ojo
10:30 – 10:50	Keynote Address – President, Africa Development Bank (AfDB), Dr Akinwunmi Adesina
10:50 – 11:10	Guest Speaker – Secretary-General, Africa Continental Free Trade Area (AfCFTA) HE Wamkele Mene
11:10 – 11:30	Panel Discussion President, African Public Relations Association, Mr. Yomi Badejo-Okusanya CEO, Cause-Impact & Lecturer, University of Nairobi, Kentice Tikolo Executive Director, Re-Ignite Public Affairs, Mr Franklyn Ginger-Eke
11:30 – 11:40	Question & Answer Session
11:40 – 11:55	Africa Day Celebration!
11:55 – 12:00	Wrap up Morning Session
B R E A K	12:00 – 13:00hrs
13: 00 – 13:05	Quick Recap of the Morning Session

13:05 – 13:20	Presentation
13:20 – 13:25	Question & Answer Session
13:25 – 13:40	The Role of Public Relations in the Era of Covid-19 – Head of Communication, Africa Union Commission (AUC), Wynne Musabayana
13:40 – 13: 45	Question & Answer Session
13: 45 – 13:50	Experience Sharing
13:50 – 13:55	Wrap up Afternoon Session - Moderator
13:55 – 14: 00	Announcement from the Secretariat
16:00 - 17:00	Cocktail/Networking hour

Day Two – May 26, 2021

10:00 – 10:02	Welcome
10:02 – 10:05	Recap of Day One
10:05 – 10:20	Presentation – Public Relations Association of Uganda (PRAU)
10:20 – 10:25	Question & Answer
10:25 – 10:40	How PRs Across Africa can ensure their practice is intelligent to support the technological innovation drive, rewriting the story of the continent and its vast potential - Senior Communication Advisor, United Kingdom Government Communication Service, Kerry Sheehan
10:40 – 10:45	Question & Answer
10:45 – 11:00	Special Feature - Africa & the Force of Public Relations – APRA President & National Association Presidents in Africa
11:00 – 11:15	2021 Trust Barometer – Chairman, Middle East & Africa, Edelman, Jordan Rittenberry
11:15 – 11: 20	Question & Answer Session

- 11:20 – 11:35 Africa as an Example of how to do Risk Communications Right –
**President, International Public Relations Association (IPRA),
Philippe Borremans**
- 11:35 – 11:40 Question & Answer
- 11:40 – 11:45 Wrap up Morning Session
- 11:45 – 12:00 Panel Session – **Founder/ CEO, Strateus Group, Kamal Taibi
Chairman, Middle East & Africa, Edelman, Jordan Rittenberry**

B R E A K **12:00 – 13:00hrs**

- 13:00 – 13:05 Quick Recap
- 13:05 – 13:30 Panel Session - Rethinking the Purpose and Meaning of Leadership in a Post-
COVID Africa – **Managing Director, WE Communication Sarah Gooding
Chief Marketing Officer, FlySafair, Kirby Gordon
Communications Director, EMEA, Microsoft, Leo Mckay**
- 13:30 – 13:35 Question & Answer
- 13:35 – 13:50 A Bias Towards Inclusion: Trends in Marketing Communications –
Chief Inclusion Officer, BCW Africa, Carol Watson
- 13:50– 13:55 Question & Answer
- 13:55 – 14:00 Wrap up the day's session
- 14:00 – 14:10 Pitch Presentation for 2022
- 14:10 – 14:15 End the day's session

Day Three – May 27, 2021 – Innovation Summit and SABRE Awards Africa

- 10:00 – 10:02 Welcome
- 10:02 – 10:05 Introductions

10:05 – 10:40	How CEOs and societal leaders can define a post-pandemic agenda for their organizations and a renewed role for business to make a positive impact on society – focusing on Corporate Purpose and Employee Engagement – Chairman, Middle East & Africa, Edelman, Jordan Rittenberry Founder, PProvoke Media , Paul Holmes
10:40 – 11:10	Africa Youth survey - Gomotsegang Motswatswe Founder, PProvoke Media, Paul Holmes
11:10 – 11:15	Break
11:15 – 11: 55	In Discussion with the Platinum SABRE Award Finalists -Odion Aleobua, CEO of Modion Communications - Ken Kamau, Hill+Knowlton Strategies - Donald Kogai, Oxygene
11:55 – 12:00	Closing Address by APRA President
12:00 – 12:05	Vote of thanks – APRA Vice – President, Robyn de Villiers
12:05 – 12:10	Conference closing - Secretary-General, African Public Relations Association Jane Gitau

VIRTUAL SABRE AWARDS AFRICA 2021

Thursday May 27, 2021 (16:00hrs – 17:00hrs West African Time)