



APRA - SETTING THE STANDARDS FOR THE PRACTICE OF PUBLIC RELATIONS IN AFRICA IN THIS ISSUE

APRA 2021 Virtual Conference

The 32nd Annual conference of African Public Relations Associations held between May 25 and 27, 2021. The event which held virtually had in attendance participants from across Africa and the globe. President of African Development Bank, Dr Akinwumi Adesina delivered the keynote address while the President of African Public Relations Association, Mr. Yomi Badejo-Okusanya gave the welcome remarks. The 3-day event was insightful and engaging as each speaker shared valuable knowledge with participants. The conference ended with the Innovation Summit and 5th SABRE Awards Africa. Visit our website on www.afpra.org for links to all the sessions.



Gloria Holm-Graves has been posted from the Ministry of Transport (MoT) to the Ministry of Environment, Science, Technology and Innovation (MESTI), Ghana with effective from 16th June, 2021.

AFRICA Brand Summit Partners PRISA & PLO Lumumba Foundation for its Sixth Monthly Webinar

June 18, 2021

Munziba Siame
President
Zambia Public Relations Association
Zambia

Dear President,

Condolence

It is with a deep sense of loss that we commiserate with our professional colleagues and the people of Republic of Zambia on the demise of foremost Pan-Africanist and legend of Africa, Dr. Kenneth Kaunda. A great patriot who fought for the liberation of Africa and indeed a specimen of true leadership. Dr. Kenneth Kaunda was undeniably a man of the people. Today we are enjoying some of the benefits of the struggles he and many other heroes of Africa fought for and we will not relent in ensuring that we uphold their standards and pass it on to generations unborn because Africa must rise and shine.

As the foremost and founding father of Zambia, his life and times were truly one that must be emulated especially for his exemplary leadership in Africa as a whole. He may have gone, but will never be forgotten for his immense contributions towards the growth and development of Africa. By way of honour, I employ Public Relations Professionals across the continent to take on the script and write a better story of Africa through compelling narratives.

On behalf of the Executive Council and Members of the African Public Relations Association, I share our sincere condolences with his immediate family, the government and people of the Republic of Zambia and the entire Africa on the loss of this great lion.

Like we say in APRA, One Africa!

Sincerely yours,
Yomi Badejo-Okusanya
President, APRA

APRA Commiserates with ZAPRA and the People of Zambia on the demise of founding founder of Zambia, Dr. Kenneth Kaunda.



APRA Webinar Series starts in July 2021. Watch out for more information or contact APRA Secretariat via email for enquiries – info@afpra.org or apracoordinator@afpra.org

Instagram & Facebook - @apraonline