



African Public Relations Association e.newsletter

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



APRIL 2022 - MAY 2022 - JUNE 2022 EDITIONS!!!

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APRA APPOINTS COORDINATOR

The African Public Relations Association appoints a new coordinator in the person of Mrs. Veronica Abuede. She takes over from Ms. Taiwo Tunkarimu who is moving on to other endeavors after serving the association for 4 years and 4 months in that capacity.



While welcoming Veronica onboard, the Executive Council thanks Taiwo for her selfless service and passion for service.

NEW

were elected Assistant Secretary and Treasurer respectively.

The newly elected leaders will be joining other Council members, Patricia Odede (Vice President), Noella Mutanda (Secretary), Tim Kamuzu Banda (Council Member), Jesse Masai (Council Member) and Paul Oyier (Council Member).

We congratulate Arik Karani and the other council members, and wish them a successful tenure in office.

APRA NOMINATES A NEW SECRETARY-GENERAL

The Expanded Executive Council, at the association's last annual conference held in Dar es Salaam, Tanzania, appointed Mr. Henry Rugamba, as the new Secretary-General of the association. Mr.

We say congratulations to Mr. President for the well-deserved honor.

PRCA WELCOMES 15 NEW INTERNATIONAL FELLOWS



The Public Relations and Communications Association (PRCA) has welcomed 15 new international Fellows who have been recognised for their outstanding contributions to global public relations.

Among the 15 newly-appointed fellows are: **Mr. Yomi Badejo-Okusanya**, APRA President and GMD CMConnect Limited, **Mrs. Bridget**

APRA HOLDS ITS 33RD ANNUAL CONFERENCE IN DAR ES SALAAM, TANZANIA

The 33rd edition of the annual conference of the African Public Relations Association held in Dar es Salaam, Tanzania, from the 23rd to 27th of May 2022. Practitioners across Africa and the world converged to discuss how PR can effectively be used to reshape Africa's narrative in order to meet global competitiveness.



For more details on the 5-day event, please visit our website and social media pages.

PRSK HOLDS ITS ANNUAL GENERAL MEETING

On the 26th of May 2022, members of the Public Relations Society of Kenya (PRSK) held their annual general meeting and elected new officials for the position of President, Treasurer, and Assistant Secretary.



Arik Karani emerged as President while Vivienne Atieno and Samuel Karanja

Rugamba takes over from Ms. Jane Gitau who expressed her desire to step down from the position.



We appreciate Mr. Rugamba for agreeing to serve in this capacity and wish him success in the new position.

On behalf of the entire members of APRA, we wish to express gratitude to Ms. Gitau for her years of service and commitment to the association and wish her success in her future ventures.

APRA PRESIDENT BAGS GLOBAL ICON AWARD



The President of the African Public Relations Association was honored with a Global Icon Award in recognition of his role in promoting the PR industry in Africa. The award was conferred on him by the President/CEO of Global Alliance, Mr. Justin Green, at the just-concluded APRA annual conference held in Dar es Salaam, Tanzania, in May 2022.

Von-Holdt, Co-Market Leader: South Africa, Managing Director, BCW Africa and **Mr. Nitin Mantri**, Group CEO of Avian WE and the President of International Communications Consultancy Organization (ICCO), who were all speakers at the just-concluded APRA conference in Dar es Salaam, Tanzania.

We say a big congratulation to the newly-elected Fellows.

APRA MEMBERSHIP

New Members are welcome to join us. Please visit our website at www.afpra.org or send a mail to apracoordinator@afpra.org for details.



For more information, please contact APRA Secretariat via email – info@afpra.org or apracoordinator@afpra.org
Instagram & Facebook - @apraonline
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