



34th African Public Relations Association Annual Conference

APRA Zambia 2023

Call for Papers

Theme: 'Creative Africa: Exploring the PR Potential of Africa as an emerging Economic & Reputation Powerhouse'

The African Public Relations Association (APRA) will be hosting its annual conference in Lusaka, Zambia, May 15 -19 2023. The conference will be themed 'Creative Africa: Exploring the PR Potential of Africa as an emerging Economic & Reputation Powerhouse'.

The demand for PR professionals to help clients navigate the maze of opportunities in today's creative space is steadily increasing against the backdrop of a growing global creative economy and the "age of the African creative," in which music, fashion, film, the arts, literature, and other forms of creativity from the continent are in high demand. This year's conference will focus on how the PR industry can harness this fast-growing, lucrative and influential powerhouse, Africa.

You may want to consider any of the following topics for your presentation, as many of our members are confronted with such issues in the course of their professional responsibilities. Other suggestions, within the context of the theme are welcome. The list below is not exhaustive!

- Creativity: A Tool of Communication
- Reshaping Africa's Reputation Through Creativity
- Creative Talent Management
- PR Trends in the Creative Industry
- Where Is the Money? Mining the Business of Creativity.
- Managing Entertainment, Sponsorship & Public Relations
- Creativity, Activism & Youth Engagement in Africa
- Selling Reputation Through Creativity
- PR practitioners – Creative focus on creating Africa's reputation
- Africa and sustainability – creating our own future creatively

Office of the Secretary General

African Public Relations Association

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We invite members to select topics that best align with their areas of expertise and/or to suggest speakers for the aforementioned sub-themes in accordance with the stated guidelines below.

Guidelines

- Potential speakers are expected to submit an abstract of not more than 250 words, by no later than Wednesday, March 1, 2023. Late abstracts will not be considered.
- Abstracts will be evaluated after the deadline, and notifications will be sent to selected speakers on Friday, March 23, 2023, with three days to accept or decline the invitation. Those who submitted abstracts which were not selected will also be advised.
- All abstracts must carry the subject line – **APRA 2023 – Abstract**. Any submission without the subject line will be lost.
- The paper/presentation must clearly reflect the issues, challenges and include recommendations of public relations techniques or trends engaged, as appropriate.
- The use of videos, sound bites and infographics is encouraged to aid audience engagement during the presentation.
- All submissions are to be accompanied by a brief profile of the speaker (not more than 100 words) saved with the name of the presenter.
- All submissions should be made to apracoordinator@afpra.org

Contact/Enquiry

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