



35th African Public Relations Association (APRA) Annual Conference

APRA Abidjan 2024

Call for Papers

Theme: 'One Africa, One Voice: Bridging Africa's Communication Divide'

The African Public Relations Association (APRA) will be hosting its 35th annual conference in Abidjan, Cote d'Ivoire, from May 13 -17 2024. The conference will be themed '**One Africa, One Voice: Bridging Africa's Communication Divide**'.

This year's conference aims to underscore the need for a unified approach to communication in Africa and offers a platform to discuss strategies, trends, and solutions within the context of the continent's unique challenges and opportunities.

You might want to explore any of the following subjects for your presentation, as they resonate with the challenges our members often encounter in their professional roles. We also welcome additional suggestions that align with the theme, as the list provided is not exhaustive!

- Digital Inclusion and Accessible PR Content: Reaching All Corners of Africa
- Cultural Sensitivity in Crisis Management: Lessons from PR Practitioners
- Advocating For Inclusive PR: The PR Professional's Role in Bridging Divides
- Language As a Bridge: Leveraging Multilingualism in Stakeholder Engagement
- Transcultural Storytelling in PR: Crafting Narratives that Resonate Across Africa
- Measuring Cross-Cultural PR Effectiveness: Metrics and Tools
- Building Inclusive PR Teams: Promoting Diversity in The PR Workforce
- Linguistic Diversity and PR Messaging: Adapting Content for Multilingual Audiences
- Cross-Cultural PR Campaigns: Strategies for Success in Diverse PR Markets
- Regional PR Practices: A Comparative Study of Communication Approaches Across African Regions.
- Multicultural Media Engagement: Navigating Diverse Media Landscapes for PR Success.

We invite members to choose topics that closely match their areas of expertise and/or to suggest speakers for the mentioned 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 Friday, March 1, 2024. Late abstracts will not be considered.
- Abstracts will be evaluated after the deadline, and notifications will be sent to selected speakers on Friday, March 22, 2024, 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 2024 – Abstract**. Any submission without the subject line will be lost.
- The paper or presentation should effectively address the issues, challenges, and, where applicable, offer recommendations within the context of the field of public relations.
- Each speaking slot is allocated 30 minutes, with an additional 10-minute session dedicated to questions and answers. Please note that no extra time will be given.
- The use of videos, sound bites and infographics is encouraged to aid audience engagement during the presentation. It is a requirement that all videos be fully downloaded and embedded in presentations.
- All submissions are to be accompanied by a photograph and 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

Note:

- Selected and confirmed speakers will enjoy a complete waiver of the **conference registration fee** only.

Contact/Enquiry

apracoordinator@afpra.org

+2348065076699 – Veronica

+234 9071322206 - Sharon

