



A LEGACY OF EXCELLENCE IN PR
————— 1975 - 2025 —————

**36th African Public Relations Association
(APRA) Annual Conference
APRA Kenya 2025
Call for Papers**

**Theme: 'Transforming Africa through Safe
and Responsible Digital Communication:
Celebrating 50 Years of APRA'**

The African Public Relations Association (APRA) will host its **36th annual conference** in Mombasa, Kenya, from **June 9–13, 2025**. At the event, which also marks the 50th anniversary of the founding of APRA, discourses will focus on how digital communication is transforming Africa and the challenges that are associated with the increasingly sophisticated pattern of communication management in the emergent digital culture.

- It bears restating that APRA, as a member of the Global Alliance for Public Relations and Communication Management (Global Alliance), endorsed the memorandum submitted by the Global Alliance to the United Nations on 24th July 2024, requesting that ‘Responsible Communication’ be enlisted as the 18th Sustainable Development Goal (SDG). Our concern arose from the need to ensure ethical, safe, and responsible use of fast-paced communication tools and technologies.

This year, APRA is rallying its members, experts, other public relations scholars, practitioners, and professionals, as well as a broad spectrum of stakeholders and enthusiasts to engage in informed discourses focusing on the opportunities, challenges, and ethical implications of digital communication in driving Africa’s growth and progress. The conference, thus, offers a space to share innovative strategies and best practices in responsible communication in the digital age as we celebrate APRA’s impact in five decades.

Therefore, APRA is delighted to invite you to submit abstracts and/or suggest speakers to engage with the under listed sub-themes or propose new topics that align with the overarching theme of the conference:

- **APRA, the first 50 Years and the Next:** Rethinking PR in the Age of Artificial Intelligence.
- **Safer Communication in the Cyberspace:** Building Trust through Cybersecurity Strategies.
- **Media and Information Literacy:** Approaches to Fake News and (Mis) Information Management.
- **The Imperative of Digital Literacy:** Contemporary Tools for PR Management in the Digital Age.
- **Telling the African Story:** Modern Tools for Effectual Storytelling.
- **Values, Ethics and Dilemmas:** Emergent Digital Challenges to PR Management.
- **Disinformation and Misinformation:** Digital Subversion in the Age of Democracy.
- **Inclusivity and Participation:** Responsible Digital Advocacy in the Service of the Underserved.
- **Dysfunctional Policy and Regulatory Frameworks:** Digital Public Relations to the Rescue.
- **Crisis Management in the Era of Disruptive Communication:** Strategies for Navigating Effectively.
- **African Youth and the Digital Culture:** Towards a Responsible Engagement of Demographic Capital.
- **Building Corporate Social Investment:** Emergent Digital Concerns in Reputation Management.

Guidelines

- Potential speakers must submit an abstract of no more than **250 words** by **Friday, April 4, 2025**. Late submissions will not be considered.
- Abstracts will be reviewed and notifications sent to selected speakers by **Friday, April 18, 2025**. Accepted speakers will have three days to confirm participation.
- Submissions must include the subject line **APRA 2025 – Abstract**; submissions without this subject line may be lost.
- Abstracts must address the issues, challenges, and recommendations relevant to public relations within the context of the conference theme. The theoretical framing of discourse and presentation of case studies will be highly appreciated.
- Each presentation will be allocated **30 minutes**, followed by a **10-minute Q&A session**.
- Multimedia use (e.g., videos, and infographics) is highly encouraged. Any videos used should be

pre-downloaded and embedded in presentations.

- Submissions should include a **photograph** and a **500-word profile** of the speaker (max. 100 words), saved under the presenter's name.

Benefits for Selected Speakers

Confirmed speakers will receive a **50% waiver on the conference registration fee.**

Contact/Enquiry

For submissions and inquiries, please contact:

- **Veronica:** +234-806-507-6699 | cao@afpra.org
- **Sharon:** +234-907-132-2206 | sharon@afpra.org

We look forward to your participation in **APRA Kenya 2025**, where together, we'll explore the transformative power of safe and responsible digital communication while celebrating 50 years of APRA's legacy.



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