



A LEGACY OF EXCELLENCE IN PR
— 1975 - 2025 —

FREQUENTLY ASKED QUESTIONS (FAQ)

GENERAL

- Q1: What is APRA Kenya 2025?** APRA Kenya 2025 is the **36th Annual Conference** and **50th Anniversary Celebration** of the African Public Relations Association (APRA), hosted in partnership with the **Public Relations Society of Kenya (PRSK)**. This landmark event will bring together public relations professionals, policymakers, industry leaders, and members of the global PR community for a week of insightful discussions, networking, and celebration of five decades of excellence in African public relations.
- Q2: When and where will it be held?** It will take place from **June 9–13, 2025**, at the **Pridelnn Paradise Beach Resort & Spa, Mombasa, Kenya**.
- Q3: What are the main objectives of APRA Kenya 2025?**
- **Foster dialogue** on strategic communication in Africa
 - **Celebrate 50 years** of APRA's contributions to PR excellence
 - **Promote safe and responsible digital communication** across the continent
 - **Showcase** how PR drives social, economic, and reputational growth in Africa
- Q4: How many delegates are expected?** We anticipate **hundreds of delegates** from across Africa and beyond, including practitioners, academics, government officials, and leaders from various industries.
- Q5: Who should attend?**
- Public relations and communication professionals
 - Media and marketing practitioners
 - Government officials and policymakers
 - Corporate executives
 - Academics and students in related fields

ABOUT THE HOST ASSOCIATION – PRSK

- Q1: Who is PRSK, and why are they hosting APRA Kenya 2025?** The **Public Relations Society of Kenya (PRSK)** is the umbrella body for all Public Relations and Communication professionals in Kenya with membership of over 14,000 professionals drawn from public, private, NGOs, learning institutions, public relations firms and consultancies. The Society's broad objective is to advance excellence in public relations and communication management and to ensure that the practice continues to thrive within the ethical framework defined by the profession.
- As **hosts** of APRA Kenya 2025, PRSK brings valuable local expertise, strong industry connections, and a commitment to elevating communication practices across Kenya and the broader African continent. Their partnership with APRA underscores a shared vision for **empowering the PR profession** and **championing Africa's success stories**.

VALUE PROPOSITION

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- Q1: What is the theme of the conference?** “Transforming Africa through Safe and Responsible Digital Communication: Celebrating 50 Years of APRA.” This theme underscores the vital role of strategic communication in shaping Africa’s future, particularly in the digital age.
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- Q2: Why this theme?** Given the rapid growth of digital technologies and communication platforms across Africa, the theme highlights the urgent need to **leverage PR** for responsible storytelling, robust digital strategies, and sustainable growth.
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- Q3: Why focus on APRA’s 50th Anniversary?** APRA has been at the forefront of **advancing the PR profession in Africa** for half a century. This anniversary is a testament to our resilience, innovation, and commitment to elevating the continent’s narrative on the global stage.
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- Q4: What are the benefits of attending?**
- Gain insights from **renowned speakers** and case studies
 - Access **workshops** on cutting-edge PR and communication trends
 - Expand professional networks and collaborate with **global industry leaders**
 - Celebrate APRA’s milestone achievements and chart the future of PR in Africa
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LOGISTICS

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- Q1: How do I register, and what is the cost?**
- **Registration Link:** <https://bit.ly/4i11vcD>
 - **Conference Fee:** USD 950
 - This fee covers conference sessions, materials, and select meals (breakfast and lunch). It **excludes** flight tickets, accommodation, and optional tours.
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- Q2: Will there be any tours or excursions?**
- Yes, delegates will have the option to explore **Mombasa’s cultural and historical sites** through organized tours. Further details and pricing will be communicated closer to the conference date.
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- Q3: How is hospitality arranged?**
- APRA is partnering with hotels near the conference venue to provide **discounted rates** for delegates. Details on accommodation options will be shared in the **Delegate Guide Book** and on our official channels.
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- Q4: Are there transportation arrangements?**
- We are in discussions with **Kenya Airways** and other travel partners to secure **discounts and travel packages** for attendees. Specific details will be shared once finalized.
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SESSIONS & CONTENT

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- Q1: What kind of sessions will be offered?**
- ◊ **Keynote addresses** from top government officials and industry experts
 - ◊ **Panel discussions** covering a range of topics: digital PR, reputation management, crisis communication, etc.
 - ◊ **Workshops** and **breakout sessions** tailored to diverse PR needs
 - ◊ **Case studies** showcasing successful PR campaigns across Africa
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- Q2: Is there a Call for Papers?**
- Yes, APRA has issued a Call for Papers, inviting professionals and academics to submit abstracts related to the conference theme. Selected submissions will have the opportunity to present at the event. You can download the Call for Papers guidelines here: <https://afpra.org/apra-kenya-2025/>.
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- Q3: Will there be programs for young professionals?**
- Absolutely. We aim to **mentor** the next generation of PR practitioners through dedicated sessions, networking opportunities, and access to industry leaders.
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- Q4: Any special highlights?**
- ◊ **SABRE Awards Africa** recognizing outstanding PR campaigns
 - ◊ **Innovation Summit** hosted by PRovoke Media, focusing on emerging trends in PR and communication
 - ◊ Celebrations honoring **APRA's 50-year** journey
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ADDITIONAL INFORMATION

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- Q1: Who is APRA?**
- The **African Public Relations Association (APRA)** is a non-governmental, non-political, and not-for-profit organization established to **foster unity among PR practitioners in Africa**. Founded in 1975, APRA aims to promote **ethical standards, professional excellence, and Pan-African collaboration** in public relations.
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- Q2: How does APRA relate to global PR bodies?**
- APRA is affiliated with international organizations such as the **Global Alliance for Public Relations and Communication Management**, positioning African PR professionals on the global stage.
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- Q3: Are there sponsorship opportunities?**
- Yes. We welcome **partners and sponsors** to support the conference. Sponsors can benefit from extensive brand visibility, speaking opportunities, and the chance to connect with key stakeholders in African PR.
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- Q4: I have another question not listed here.**
- For additional queries, please contact:
- ◊ **Email:** info@afpra.org / cao@afpra.org / admin@prsk.co.ke
 - ◊ **Website:** www.afpra.org / www.prsk.co.ke
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