



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

# APRA CONFERENCE DELEGATE GUIDE BOOK



# ABOUT APRA

The African Public Relations Association (APRA), formerly known as the Federation for African Public Relations Association, is a non-governmental, non-political, and non-profit professional association.

Established to foster unity and the exchange of ideas among public relations practitioners in Africa, APRA is committed to promoting social, political, and economic integration on the continent. The association's mission is to sell a positive image of Africa through the instrumentality of the public relations profession.





## APRA Value Charter

As an association of professionals, we firmly believe in promoting African Unity even as we strive for the growth of our noble profession on the African continent and producing the right kind of leadership. Seeking enterprise-driven and socially responsible investment in Africa, we shall establish strategic global partnerships that will yield returns to enhance the economic and social well-being of the continent.

## Our Mission

APRA's primary purpose is to help create an enabling professional environment for accurate perception, goodwill and understanding of the necessary and effective performance of Public Relations practice in Africa.

## Gaborone Statement

Public Relations is the strategic management function that fosters understanding, builds a strong reputation promotes good governance, and ethical behaviour and optimizes diversity with all stakeholders using all forms of communication and research.





# APRA KENYA 2025

Endorsed by major global PR associations such as the International Public Relations Association (IPRA), Global Alliance for Public Relations and Communication Management (GA), Public Relations and Communication Association (PRCA), and national associations across the continent, APRA Kenya 2025 is set to be a landmark event, bringing together professionals, experts, and thought leaders in the field of public relations from around the world.

As the 36th edition of APRA's annual conference and a celebration of the association's 50th anniversary, this milestone event will take place in the pristine coastal city of Mombasa, Kenya, offering an opportunity to

reflect on APRA's journey, achievements, and future in shaping public relations across Africa.

This year's conference will provide a robust platform for networking, knowledge sharing, and discussions on the latest trends, challenges, and opportunities in public relations and strategic communication.

Additionally, the conference will host the ninth edition of the SABRE Awards Africa, recognising outstanding PR campaigns that have made a significant impact across the continent, as well as the seventh edition of Innovation PRovoke Media, showcasing cutting-edge ideas in the industry.





# APRA KENYA 2025

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

As Africa accelerates its digital transformation, the need for safe and responsible communication has never been more crucial. This year's theme highlights the role of ethical digital communication in fostering trust, transparency, and sustainable growth across the continent.

Key discussion points will include:

- ◆ Best practices in digital communication: ensuring accuracy, credibility, and ethical storytelling in an era of rapid information exchange.
- ◆ AI-powered PR strategies: Leveraging artificial intelligence to enhance engagement, crisis management, and brand positioning while maintaining authenticity.
- ◆ Combating misinformation and digital threats: addressing the challenges of fake news, online manipulation, and data privacy in Africa's evolving digital landscape.
- ◆ Public relations as a driver of digital policy and governance – Shaping frameworks that promote responsible communication, corporate accountability, and inclusive digital access.
- ◆ Celebrating Africa's storytelling power: showcasing how PR can be a force for economic, social, and cultural transformation, amplifying African voices on the global stage.





This conference will feature:

- ◆ Plenary Sessions & Workshops: thought-provoking discussions and case studies on leveraging technology to enhance PR practices.
- ◆ 50th Anniversary Celebrations: A special highlight recognising APRA's journey and impact over the past five decades.

With a blend of history, innovation, and forward-thinking strategies, APRA Kenya 2025 promises to be a defining moment for PR professionals committed to transforming Africa's communication landscape.





# FREQUENTLY ASKED QUESTIONS (FAQ)

## GENERAL

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- 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.
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- Q2: When and where will it be held?** It will take place from **June 9–13, 2025**, at the **PrideInn Paradise Beach Resort & Spa, Mombasa, Kenya**.
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- 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
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- 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.
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- 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
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## ABOUT THE HOST ASSOCIATION – PRSK

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- 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

Q1: What kind of sessions will be offered?	<ul style="list-style-type: none"> <li>Keynote addresses from top government officials and industry experts</li> <li>Panel discussions covering a range of topics: digital PR, reputation management, crisis communication, etc.</li> <li>Workshops and breakout sessions tailored to diverse PR needs</li> <li>Case studies showcasing successful PR campaigns across Africa</li> </ul>
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: <a href="https://afpra.org/apra-kenya-2025/">https://afpra.org/apra-kenya-2025/</a> .
Q3: Will there be programs for young professionals?	Absolutely. We aim to <b>mentor</b> the next generation of PR practitioners through dedicated sessions, networking opportunities, and access to industry leaders.
Q4: Any special highlights?	<ul style="list-style-type: none"> <li><b>SABRE Awards Africa</b> recognizing outstanding PR campaigns</li> <li><b>Innovation Summit</b> hosted by PRovoke Media, focusing on emerging trends in PR and communication</li> <li>Celebrations honoring <b>APRA's 50-year</b> journey</li> </ul>

## ADDITIONAL INFORMATION

Q1: Who is APRA?	The <b>African Public Relations Association (APRA)</b> is a non-governmental, non-political, and not-for-profit organization established to <b>foster unity among PR practitioners in Africa</b> . Founded in 1975, APRA aims to promote <b>ethical standards, professional excellence, and Pan-African collaboration</b> in public relations.
Q2: How does APRA relate to global PR bodies?	APRA is affiliated with international organizations such as the <b>Global Alliance for Public Relations and Communication Management</b> , positioning African PR professionals on the global stage.
Q3: Are there sponsorship opportunities?	Yes. We welcome <b>partners and sponsors</b> to support the conference. Sponsors can benefit from extensive brand visibility, speaking opportunities, and the chance to connect with key stakeholders in African PR.
Q4: I have another question not listed here.	For additional queries, please contact: <ul style="list-style-type: none"> <li><b>Email:</b> <a href="mailto:info@afpra.org">info@afpra.org</a> / <a href="mailto:cao@afpra.org">cao@afpra.org</a> / <a href="mailto:admin@prsk.co.ke">admin@prsk.co.ke</a></li> <li><b>Website:</b> <a href="http://www.afpra.org">www.afpra.org</a> / <a href="http://www.prsk.co.ke">www.prsk.co.ke</a></li> </ul>



# HOW TO APPLY FOR ELECTRONIC TRAVEL AUTHORIZATION

**Website:** <https://etakenya.go.ke/en>

All visitors who intend to travel to the Republic of Kenya must have an approved Electronic Travel Authorisation (eTA) before the start of their journey.

## What is the Kenya eTA?

- ◊ The Kenya eTA is a semi-automated system used to determine the eligibility of visitors to travel to Kenya.
- ◊ It grants permission to travel and is authorized by the Government of Kenya.
- ◊ Immigration officers will determine final admissibility upon arrival in Kenya.
- ◊ Applications should be submitted **at least 3 days before travel**.
- ◊ Each eligible traveler must apply for an eTA before traveling.

## Who is exempt from the eTA?

1. Holders of:
  - ◊ Valid Kenya Passports or Emergency Certificates issued by Kenyan Missions abroad.
  - ◊ Kenya Permanent Residence, valid Work Permits, or Passes.
  - ◊ United Nations Convention Travel Documents issued by the Government of Kenya.
  - ◊ Valid Kenya eVISAs.
2. Members of Diplomatic Missions and International Organizations accredited to Kenya (payment exemption only).
3. **Citizens of East African Community (EAC) Member States:**
  - ◊ Republic of Burundi, Democratic Republic of the Congo, Rwanda, South Sudan, Uganda, Tanzania.
4. **Fee-exempt Nationalities:**
  - ◊ Botswana, Eswatini, Gambia, Ghana, Lesotho, Malawi, Mauritius, Sierra Leone, Zambia.
5. **Fee-exempt Travelers:**
  - ◊ Comoros, Eritrea, Ethiopia, Mozambique, Republic of Congo, San Marino, South Africa nationals.

## How to Apply for an eTA

1. Visit <https://etakenya.go.ke>.
2. Click "Apply Now" and follow the instructions.
3. Double-check all entered data for accuracy before submission.
4. Submit the application and pay the **USD 30 single-entry eTA processing fee**.
5. You will receive:



- ◊ An email confirming receipt of your application.
- ◊ An email confirming receipt of payment, if applicable.
- ◊ An email with the immigration officer's decision (Approval/Refusal).

**Note:** If approved, print the PDF document or download it to your device.

## Documents Required for eTA Application

- ◊ **For all travelers:**
  - ◊ A valid passport (minimum six months validity from your arrival date, with at least one blank page).
  - ◊ A selfie or passport-type photograph.
  - ◊ Contact information, including email address and phone number.
  - ◊ Arrival and departure itinerary details.
  - ◊ Accommodation booking confirmation(s).
  - ◊ Payment method (credit/debit card).
  - ◊ Relevant vaccination or test result certificates.
  - ◊ Conference invitation/participation letter.
  - ◊ Identity card/passport/entry permit of the host.

## Processing Time

- ◊ The standard processing time is **three (3) working days**, though it may take longer in some cases.

For any further questions or support, visit <https://etakenya.go.ke/en>.



# ACCOMODATIONS IN SHANZU MOMBASA

Hotel	Rating (Stars)	Rate/ Night	Email	Contact	Distance from Venue
Pridelnn Paradise Beach Resort & Spa Mombasa	5	\$153	website@prideinn.co.ke	254 709 374 000	0 Km
Serena Beach Resort & Spa	5	\$152	reservations.africa@serenahotels.com	0732 123333	0.6 Km
Mombasa Continental Resort	4	\$100	reservations2@mombasacontinental.com	254 729 403 650	1km
Mombasa Continental Resort	4	\$122	Info@mombasacontinental.com	254 41 548 5901	1km
Pavilion Holiday Resort	2	\$37	reservations@pavilionholidayresort.com	254 720 123 456	1km
Pridelnn Flamingo Beach Resort & Spa	4	\$147	website@prideinn.co.ke	254 709 532 000	1.3 km
Sunset Paradise Holiday Homes	3	\$30	info@sunsetparadise.co.ke	254 733 123 789	1.4 km
Neptune Beach Resort	4	\$152	reservations@neptunehotels.com	254 41 548 1151	2 km
Severin Sea Lodge	4	\$198	info@severinsealodge.com	254 41 548 5701	3 km
Plaza Beach Hotel	3	\$80	info@plazabeachhotel.com	254 41 548 7220	3.0 km
Kenya Bay Beach Hotel	3	\$90	reservations@kenyabay.com	254 41 548 7601	3.1 km
Bamburi Beach Hotel	3	\$205	reservations@bamburibeachhotel.com	254 41 548 5851	3.4 km
Travellers Beach Hotel & Club	4	\$120	info@travellersbeach.com	254 41 548 5125	3.4 km
Sarova Whitesands Beach Resort & Spa	4	\$200	reservations@sarovahotels.com	254 709 111 000	4.0 km
Sheratton Beach Villagio	3	\$72	reservations@sherattonvillagio.com	254 733 123 456	4.7 km
Reef Hotel Mombasa	3	\$100	reservations@reefhotelkenya.com	254 41 447 1977	8.0 km
Voyager Beach Resort	4	\$180	voyager@heritagehotels.co.ke	254 41 471 7000	9.0 km
Nyali Sun Africa Beach Hotel & Spa	4	\$130	reservations@sunafriahotels.com	254 41 447 0711	11.5 km
Hotel EnglishPoint & Spa	4	\$220	info@englishpointmarina.com	254 41 214 7000	14.4 km



City Blue Creekside Hotel & Suites	4	\$70	reservations@citybluehotels.com	254 41 231 2191	12.9 km
Stadium Holiday Inn Mombasa	3	\$33		254 41 222 2567	14.1 km

**Recommendation**

Please note that the rates are approximate and may vary based on booking dates and availability. For the most accurate and up-to-date information, it’s advisable to contact the hotels directly or visit their official websites.



# BANKS AROUND CONFERENCE VENUE

Bank Name	Location	Distance from the Conference Venue
Co - Operative Bank	Mtwapa Mall, Malindi Road, Mtwapa	4.9 km
Equity Bank	Malindi Rd, Mtwapa	4.1 km
Sidian Bank	Mtwapa	4.4 km
PesaPoint POS Redant - Macrine Mombasa	Mombasa	3.2 km
Kingdom Bank	Mtwapa	3.6 km
Stanbic Bank	Mombasa	7.2 km
National Bank	Malindi Rd, Mtwapa	4.3 km
Family Bank	Malindi Rd, Mtwapa	3.8 km
Post Bank ATM	Next To Posta Mtwapa, Off Malindi Road, Mtwapa	3.8 km
Absa Atm	Mtwapa Shopping Centre Mombasa- Malindi Road	4.7 km



# TRANSPORT GUIDE: NAIROBI TO MOMBASA

## 1. Travel Options from Nairobi to Mombasa

Delegates traveling from Nairobi to Mombasa have several transportation options:

### a. Air Transport

Several airlines operate flights between Nairobi and Mombasa, primarily departing from Jomo Kenyatta International Airport (NBO) and arriving at Moi International Airport (MBA):

- ◊ Kenya Airways
- ◊ Skyward Express
- ◊ Fly540
- ◊ Safarilink Aviation
- ◊ Jambojet

### b. Rail Transport – Standard Gauge Railway (SGR)

The Madaraka Express, operated by Kenya Railways, offers modern train services between Nairobi and Mombasa:

- ◊ **Schedule:** Daily departures with both morning and afternoon options.
- ◊ **Duration:** Approximately 4.5 to 5 hours.
- ◊ **Classes:** First class and economy class accommodations
- ◊ **Booking:** Tickets are purchased online through the Kenya Railways Corporation website.

### c. Road Transport

Several reputable bus companies operating between Nairobi and Mombasa on a daily basis:

- ◊ Coast Bus
- ◊ Mash Poa
- ◊ Modern Coast
- ◊ Guardian Bus
- ◊ Dreamline Express

## 2. Transportation within Mombasa to the Conference Venue

Upon arrival in Mombasa, delegates have several options to reach the conference venue:

### a. Taxis and Mobile apps

- ◊ Kenya Airports Authority
- ◊ PTG Travel

- ◊ Uber
- ◊ Bolt
- ◊ Delight Cabs
- ◊ Wasili

### b. Public Transport

- ◊ **Matatus:** Privately operated minibuses serving various routes; fares are affordable, but they can be crowded.
- ◊ **Tuk-tuks:** Three-wheeled vehicles ideal for short distances.

## 3. On-Ground Transportation in Mombasa

For daily commuting within Mombasa during the conference, delegates can consider:

### a. Cab Services via Mobile Apps

- ◊ Uber
- ◊ Bolt
- ◊ Delight Cabs
- ◊ Guardian Bus
- ◊ PTG Travel
- ◊ Wasili

### b. Tuk-tuks

An affordable and convenient mode of transport for short trips within the city.

### c. Boda-bodas (Motorbike Taxis)

Suitable for quick and solo trips, especially in areas with heavy traffic.

### d. Public Transport

- ◊ **Matatus:** Serve fixed routes across the city; fares are low, but schedules can be unpredictable.

### Recommendations:

- ◊ **Safety:** Always use registered and reputable transport services.
- ◊ **Booking:** For ride-sharing services, verify driver details and vehicle information before starting the trip.
- ◊ **Payments:** Carry small denominations of cash for services that may not accept digital payments.



# WEATHER FORECAST IN SHANZU, MOMBASA

## (8TH - 13TH, JUNE)

Day	Time	Temp (°C)	Description
Sunday, 8th June 2025	Day	28	Light cloud, no precipitation
	Night	24	
Monday, 9th June 2025	Day	28	Overcast, light rain
	Night	24	
Tuesday, 10th June 2025	Day	29	Variable could, no precipitation
	Night	24	
Wednesday, 11th June 2025	Day	28	Variable could, no significant precipitation
	Night	24	
Thursday, 12th June 2025	Day	28	Overcast, no significant precipitation
	Night	24	
Friday, 13th June, 2025	Day	28	Light cloud, no precipitation
	Night	24	

### Packing Tips

**Clothing:** Light, breathable clothing for warm temperatures (28-29°C during the day, 24°C at night).  
**Footwear:** Comfortable shoes for walking and possible wet conditions.

### Health and Comfort

**Hydration:** Stay hydrated due to warm weather.  
**Sun Protection:** Carry sunscreen, sunglasses, and a hat to protect against UV exposure.





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