



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

CONNECT.
COLLABORATE.
COMMUNICATE.

APRA 36TH ANNUAL
CONFERENCE PROGRAM



Our Partners



Our Partners



Our Partners



African Union Anthem

Let us all unite and celebrate together The victories
won for our liberation
Let us dedicate ourselves to rise together To defend our
liberty and unity

O Sons and Daughters of Africa Flesh of the Sun and
Flesh of the Sky Let us make Africa the Tree of life

Let us all unite and sing together
To uphold the bonds that frame our destiny Let us ded-
icate ourselves to fight together For lasting peace and
justice on the earth

O Sons and Daughters of Africa Flesh of the Sun and
Flesh of the Sky Let us make Africa the Tree of life

Let us all unite and toil together
To give the best we have to Africa
The cradle of mankind and fount of culture Our pride
and hope at break of dawn

O Sons and Daughters of Africa Flesh of the Sun and
Flesh of the Sky Let us make Africa the Tree of life



East African Anthem

Oh God we pray for the preservation
of the East African Community
Enable us to live in peace
May we fulfill our objectives Chorus

We should protect/guard our community
We should be committed and Stand strong
Our unity is our anchor Long live our community

Patriotism and togetherness
Be the pillars of our unity
May we guard our independence
And peace Our culture and traditions

Industries and farms
We should work together
We should work hard
We should build a better community



Kenya Anthem

O God of all creation,
Bless this our land and nation.
Justice be our shield and defender,
May we dwell in unity,
Peace and liberty.
Plenty be found within our borders.

Let one and all arise
With hearts both strong and true.
Service be our earnest endeavor,
And our Homeland of Kenya,
Heritage of splendor,
Firm may we stand to defend.

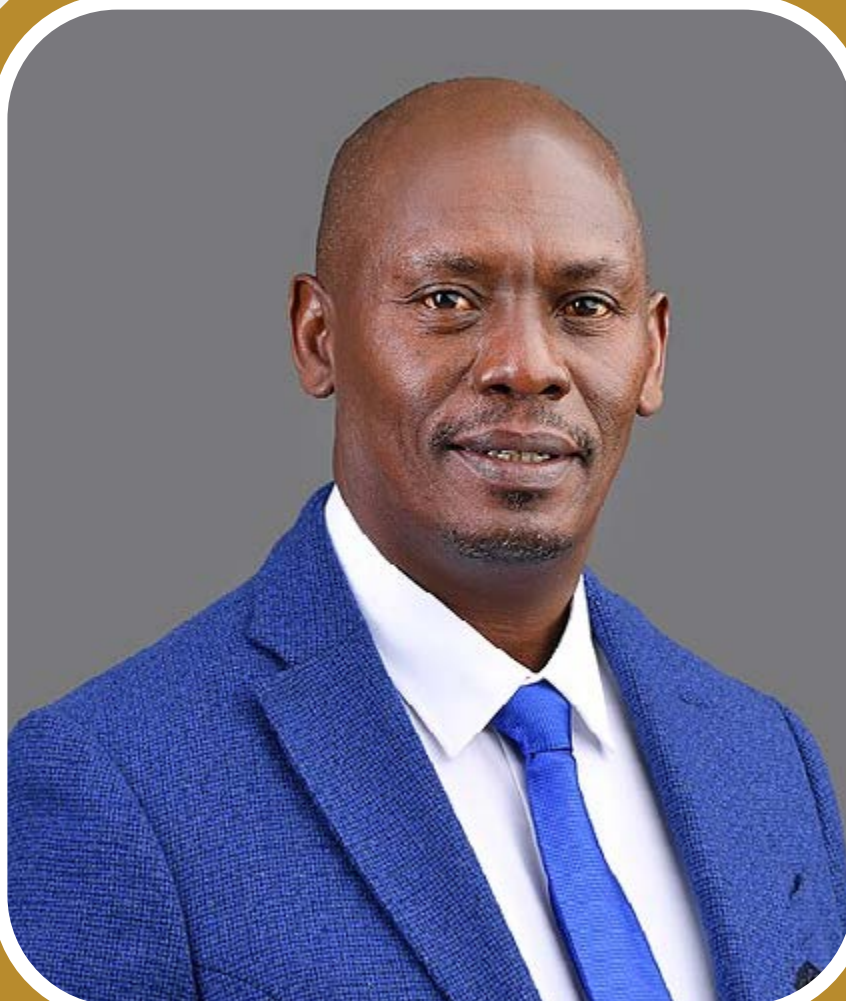
Let all with one accord
In common bond united,
Build this our nation together,
And the glory of Kenya,
The fruit of our labor
Fill every heart with thanksgiving.





H.E William Samoei **ARAP RUTO CGH**

President of the Republic of Kenya and
Commander-in-Chief of the Defence Forces



Hon. William KABOGO

Cabinet Secretary, Ministry of Information,
Communications and The Digital Economy



Hon. Kimani **ICHUNG'WAH**

Member of the Kenyan Parliament, Majority
Leader of Kenya National Assembly



Stephen ISABOKE, EBS

Principal Secretary, State Department for
Broadcasting and Telecommunications



Alhaji Mohammed IDRIS

Honourable Minister of Information and National
Orientation, Federal Republic of Nigeria



Dr. Bosun **TIJANI**

Minister of Communications, Innovation and
Digital Economy, Federal Republic of Nigeria



Hon. Felix Kwakye OFOSU

Minister for Government Communications and
Presidential Spokesperson, Republic of Ghana



Hon. Cornelius MWEETWA

Mp, Minister Of Information And Media,
Republic of Zambia



Hon. SADI René EMMANUEL

Minister of Communication,
Republic of Cameroon

The Kooolest way to go back to school








Enjoy special offers and a world of cool experiences with KQ Kool Flyers

- ✓ Up to 30% off fare for students
- ✓ Extra baggage allowance
- ✓ Complimentary date change
- ✓ Discounted ticket for registered parent(s)/Guardian(s) while accompanying the student.



REGISTER TODAY

www.kenya-airways.com

    @KenyaAirways  KQ mobile



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.

Africa Public Relations Association Executive Council



Arik KARANI
President.



Prof. Michele EKEME
Vice-President.



Omoniye IBIETAN, PH.D.
fnipri
General Secretary.



Yomi Badejo-OKUSANYA
Immediate Past President.

Africa Public Relations Association Council Members.



Lamia **RAHAL**
Algeria



Carolina **BARROS**
Angola



Prof. Michele **MEKEME**
Cameroon



Madikay **NJIE**
Gambia



Esther **COBBAH**
Ghana



Patricia **NDEDE**
Kenya



Benson **LINJE**
Malawi



Lekha **SEEBALUCK**
Mauritius



Kamal **TAIBI**
Morocco



Acucena **PAUL**
Mozambique



Momley **AMUSHENDJE**
Namibia



Dr. Ike **NELIAKU**
Nigeria



Irene **CHIPILI**
Zambia



Thando **NKOMO**
Zimbabwe



Tina **WAMALA**
Uganda



Mohamed **BANGALIE**
Sierra Leone

Kekele **SOULEYMANE** Burkinafaso

Victoria **MOKGOSI** Botswana



Emma **NTIRENGANYA**
Rwanda

Mouhamed **WILANE** Senegal

Assah **MWABENE** Tanzania

Africa Public Relations Association Faculty Members



**Robyn DE
VILLIERS**



Peter MUTIE



**Prof. Wole
ADAMOLEKUN**



**Lekha
SEEBALUCK**



Cyrille DJAMI



Public Relations Society of Kenya Council



Arik **KARANI**,
President



Patricia **NDEDE**,
Vice President



Noella **MUTANDA**,
Secretary



Joseph **NDEGWA**,
Assistant Secretary



Samuel **KARANJA**,
Treasurer



Samuel **MUTAHI**,
Assistant Treasurer



Edward **WANYONYI**,
Council Member



Lydia **ROSASI**,
Council Member



Jesse **MASAI**,
Council Member

Africa Public Relations Association 2026 Secretariat



Veronica **ABUEDE**



Amos **KARIUKI**



Victor **ONDITI**



Edwin **AREBA**



Sharon **ONYEMA**



Peter **KEPHA**

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 PProvoke Media, showcasing cutting-edge ideas in the industry.

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.

CONNECT. COLLABORATE. COMMUNICATE.

African Public Relations Association 36th Annual Conferences. Mombasa, Kenya. 9 – 13 June 2025.

Welcome to the 36th African Public Relations Association Conference which takes place from 9 – 13 June 2025, at Pride Inn Paradise Beach Resort. This 4-day summit is a high-level forum designed for public relations practitioners to address the critical issues facing the profession.

This year's theme is ***"Transforming Africa through Safe and Responsible Digital Communication: Celebrating 50 Years of APRA,"*** and it brings together PR leaders, C-suite advisors, and industry professionals to explore key challenges and opportunities in public relations.

The conference examines the strategic transformation of PR and offers insights into managing AI-driven innovation, economic shifts, and stakeholder engagement. Sessions cover PR trends, AI, technology, and communication in times of crisis. With practical discussions and real-world applications, the conference is designed for communications teams looking to navigate challenges and drive meaningful outcomes.



Stay Ahead of The Communication Curve



Master of Arts in Communication (with concentrations in);

- ✓ Media Studies
- ✓ Development Communication
- ✓ Corporate Communication

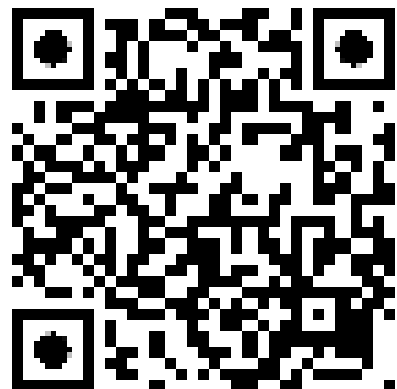
PhD in Communication (with concentrations in);

- ✓ Media Studies
- ✓ Development Communication
- ✓ Corporate Communication
- ✓ Human Communication

Let's fast-track your ambition with...

- Online learning
- Small class sizes
- Flexible fee payment schedules
- A rich and up-to-date digital library accessible from any location in the world
- A Thesis Management System (TMS) for 360° tracking of your thesis or dissertation journey to completion.

**Scan here to apply
for the next intake**



MONDAY

JUNE 9, 2025

YOUNG CHANGEMAKERS PRE-CONFERENCE AT PWANI UNIVERSITY

THEME: AFRICAN YOUTH IN THE DIGITAL AGE: SHAPING OUR STORY THROUGH RESPONSIBLE COMMUNICATION

8.00 – 9.00 am	Travel to Pwani University
9.00 – 10.00 am	<p>Young Changemakers Pre-Conference Opening Ceremony</p> <ul style="list-style-type: none"> East African Anthem Kenyan National Anthem Prayers Introduction of Guests <p>Welcome Remarks, Pwani University Representative. Introduction of PRSK, Patricia Ndede, Vice President, Public Relations Society of Kenya. Introduction of APRA, Prof. Michele Mekeme, Vice President, African Public Relations Association.</p> <p>Keynote Address ➤ Lakinbofa Goodluck, Public Relations Manager, MTN Nigeria. Topic ➤ Media and Information Literacy: Driving Innovation in Media Practice through the MTN Media Innovation Programme (MIP).</p> <p>Master of Ceremony: Veronica Abuede, Chief Administrative Officer, African Public Relations Association.</p>
10.00 – 11.30 am	<p>Plenary: African Youth in the Digital Age: Shaping Our Story Through Responsible Communication.</p> <p>Africa has one of the world's youngest populations. This means that the continent's development opportunities lie in its youth. As upcoming PR experts, your mission is to help with decision-making. How can you do this? Through proactively communicating with various stakeholders and telling the African story. Join this conversation to explore creative ways of telling the African story using modern tools and platforms.</p> <p>Blessing Agbo, Head of Communications for the Female Journalist Network and Special Assistant to the Director General of Voice of Nigeria for Content Management. Caroline Njiru, Head of Public Relations and Communications, Convey Communications. Anita Kingori, Development Communication Specialist, Kenya.</p> <p>Moderator: Dr. Omoniyi Ibietan, Secretary General, African Public Relations Association.</p>
11.30 – 12.00 pm	<p>Young Changemakers Pre-Conference Closure</p> <ul style="list-style-type: none"> Raffle Draw Vote of thanks Prayers Picture session <p>Master of Ceremony: Dr. Charles Nyiro, Lecturer at Pwani University and PRSK Coast Chapter Chair.</p>

MONDAY

JUNE 9, 2025

MEN IN PR PRE-CONFERENCE AT PRIDE INN PARADISE HOTEL

THEME: Beyond Barriers: Building a Pan-African Network of Male Communicators

This conversation is a call for African male PR and Communication Management professionals to forge stronger, value-driven connections across borders. Framed as a strategic networking and mentorship platform at APRA@50, it aims at fostering collaboration, peer support and the collective growth of men who are shaping Africa's communication agenda.

2.00 – 3.30 pm	<p>Men in PR Pre-Conference Opening Ceremony</p> <p>East African Anthem Kenyan National Anthem Prayers</p> <p>Welcome Remarks, Jesse Masai, MPDC Chair, Public Relations Society of Kenya.</p> <p>Address ➤ <i>Why Some Leaders Succeed and Others Fail</i> Dr. Ike Neliaku, President, Nigerian Institute of Public Relations (NIPR).</p> <p>Address ➤ <i>Why Knowledge Alone Won't Prepare You for a Promotion</i> David Omwoyo, Chief Executive Officer, Media Council of Kenya (MCK).</p> <p>Keynote Address ➤ <i>Our World: Issues and Trends in Public Relations</i> Andras Sztanislav, Interim Chief Executive Officer, International Communication Consultancy Organization (ICCO).</p> <p>Master of Ceremony: Awino Gilbert, Strategic Communications and Head of PR, Kenya Women Teachers Association.</p>
3.30 – 5.00 pm	<p>Sustaining the Pace: African Male Professionals and the Pursuit of Longevity in Public Relations</p> <p>As the public relations industry evolves, male professionals across Africa face unique pressures to perform and lead while remaining relevant. This session focuses on strategies for maintaining a sustainable, impactful career while balancing ambition with well-being, continuous learning and adaptability. It offers a space for reflection and peer-to-peer learning at the APRA@50 platform.</p> <p>Ebrima A. Bah, Communication Manager, Gambia Maritime Administration. Dr. Mbugua Njoroge, Executive Director/ CEO, Anti-Counterfeit Authority. Victor Karamagi, Communications Manager at National Social Security Fund, Uganda.</p> <p>Moderator: Dr. Omoniyi Ibietan, Secretary General, African Public Relations Association.</p>

MONDAY

JUNE 9, 2025

WOMEN IN PR PRE-CONFERENCE AT PRIDE INN PARADISE HOTEL

THEME: Fueling Change - Breaking Barriers, Redefining Possibilities for Women in PR

2.00 – 2.45 pm	<p>Women in PR Pre-Conference Opening Ceremony</p> <p>East African Anthem Kenyan National Anthem Prayers</p> <p>Welcome Remarks, Grace Munjuri, Women in PR Chair, PRSK.</p> <p>Keynote Address ➔ Esther Cobbah, CEO, Stratcomm Africa Ltd and President IPR, Ghana.</p> <p>Master of Ceremony: Wausi Walya, Deputy Director, PR & Corporate Communications, Kenya Tourism Board.</p>
2.45 – 4.00 pm	<p>Panel Discussion 1: Breaking Barriers</p> <p>Nancy Akullo, Head of Communications, Institute of Certified Public Accountants of Uganda (ICPAU). Dr. Lucinda Sutton, Senior Lecturer, North-West University. Faith Odhiambo, President, Law Society of Kenya. Esther Cobbah, CEO, Stratcomm Africa Ltd and President IPR, Ghana.</p> <p>Moderator: Noella Mutanda, Secretary PRSK and Executive Member, Women in PR.</p>
4.00 – 5.15 pm	<p>Panel Discussion 2: Fueling Change; Redefining Possibilities for Women in Public Relations</p> <p>Tokunboh George-Taylor, Founder/CEO, Skot Communications. Lekha Seebaluck, Managing Director, Blast BCW. Prof. Michele Mekeme, Vice-Président, APRA. Olubunmi Badejo, Nigerian Institute of Public Relations (NIPR) Council Member.</p> <p>Moderator: Nancy Atieno Onyango, Founder and CEO, Show Up Communications.</p>

TUESDAY

JUNE 10, 2025

INFORMATION INTEGRITY AND LEADERSHIP

8.00 – 9.00 am	Coffee Networking Lounge One-on-one conversations with industry peers and the day's speakers.
9.00 – 10.30 am	CEO's Roundtable: Organizational Positioning What drives organizations and businesses to success? This session will help you understand how team leaders use the three V's (building value, increasing visibility, and driving viability) to reposition organizations. David Omwoyo , Chief Executive Officer, Media Council of Kenya. Mr. Ernest Sungura , Chairperson Independent Media Councils of Africa (NIMCA) and Executive Director of Media Council of Tanzania. Joseph Chebongkeng Kalabubsuis , President, National Communication Council (NCC) of Cameroon. Esther Cobbah , CEO, Stratcomm Africa Ltd and President IPR, Ghana. Moderator: Noella Mutanda , Secretary, Public Relations Society of Kenya.
10.30 – 11.00 am	Break
11.00 – 1.00 pm	Conference Opening Ceremony David Omwoyo , Chief Executive Officer, Media Council of Kenya. Arik Karani , President, African Public Relations Association (APRA). Hon. Felix Kwakye Ofori , Minister for Government Communications and Presidential Spokesperson, Republic of Ghana. Alhaji Mohammed Idris , Honourable Minister of Information and National Orientation, Federal Republic of Nigeria. Hon. Cornelius Mweetwa , Mp, Minister of Information and Media, Republic of Zambia. Address, Jan Eissfeldt , Director and Global Head of Trust & Safety, Wikimedia Foundation: Towards a Resilient Africa: Strategies for Combating Disinformation. Keynote Address, Hon. William Kabogo Gitau , Cabinet Secretary, Ministry of Information, Communications and the Digital Economy: The Future of Public Relations. Master of Ceremony: Noella Mutanda , Secretary, Public Relations Society of Kenya.
1.00 – 2.00 pm	Lunch
2.00 – 2.45 pm	Plenary: 2025 Edelman Trust Barometer Supplemental Report: Insights for the Tech Sector Trust is the ultimate currency in any relationship. It defines an organization's license to operate, lead, and succeed. Without trust, credibility is lost, and reputation can be threatened. Now in its 25th Year globally, the Edelman Trust Barometer is an annual report produced by the Edelman Trust Institute. The report covers 28 markets (including Kenya, Nigeria and South Africa) and a total of 33,000 respondents and provides key insights into the evolving trust landscape for AI and technology, highlighting both opportunities and challenges for the industry. Corazon Sefu , Managing Director, Edelman Kenya.

2.45 – 3.30pm	<p>APRA/PRCA Annual Research Survey Results Join this session to find out about the State of Ethics and the Public Relations Industry in Africa in 2025.</p> <p>Regine le Roux, Managing Director, Reputation Matters.</p>
3.30 – 5.00 pm	<p>Telling the African Story: Modern Tools for Effectual Storytelling Modern storytelling tools, particularly digital platforms, are revolutionizing how African stories are told and shared. These tools enable a wider range of voices to emerge, connect with global audiences, and preserve cultural heritage while adapting to modern formats. By utilizing these tools, African storytellers can reach new audiences, share their narratives authentically, and contribute to a more nuanced and diverse understanding of the African experience.</p> <p>Join this session to gain new insights on how to use modern tools to tell the African story. You will also learn how to connect, engage, and influence multiple audiences.</p> <p>Presentation 1 ➡ Awino Gilbert, Head of PR & Stakeholder Manager, Kenya Women Teachers Association (KEWOTA).</p> <p>Presentation 2 ➡ Annette Wachira, Communications Officer, Kenya - NICE Project, Sustainable Agriculture Foundation (SAF).</p> <p>Panel Naomi Senda, Global Communication Coordinator, WINGS. Paul Barasa, Communications Specialist, Specializing in Global Health Communication. Mumba Mwansa-Mbewe, Founder & CEO, Giraal Comms Solutions. Gladys Asare-Danquah, Managing Partner, Burgundy Africa.</p> <p>Moderator, Grace Munjuri: CEO Brand Magnets and Chair for Women in PR.</p>
5:00 - 5:15 pm	<p>Leveraging Data Analytics for Effective Public Relations Practice in Nigeria Customs Service</p> <p>Abdullahi Aliyu Maiwada PhD, mnipr, miia, Assistant Comptroller of Customs, National Public Relations Officer , Nigeria Customs Service.</p>

WEDNESDAY

JUNE 11, 2025

SAFETY, ARTIFICIAL INTELLIGENCE AND THE FUTURE

8.00 – 9.00 am	Coffee Networking Lounge One-on-one conversations with industry peers and the day's speakers.
9.00 – 9.15 am	Goodwill Message Maxim Behar , President, World Communication Forum Association (WCFA). Esther Cobbah , President-elect 2026, International Public Relations Association (IPRA). Prof. Justin Green , President & CEO, Global Alliance for Public Relations and Communication Management (GA).
9.15 – 9.30 am	Address ➡ Chaos in Unity: Africa's Youth and the Imperative for Safe Digital Communication Mr. Odion Aleobua , Chief Executive Officer, Modion Communications, Lagos, Nigeria.
9.30 – 10.30 am	African Youth and Digital Literacy: Towards a Responsible Engagement of Demographic Capital Remarkable transformation is taking place right here in Africa and it involves the African youth. We have a rapidly growing young population and increased digital connectivity. What are the possibilities? How does the future look like? How do we prepare for this new audience? How do we harness the power of AI to empower our youth? Presentation ➡ Examining the Use of PR Techniques in the #Rejectfinancebill2024 Gen Z Protests in Kenya Dr. Dorothy Njoroge , Senior Lecturer of Communication, United States International University-Africa. Panel: Dr. Martina Mutheu , Senior Lecturer, School of Journalism & Mass Communication, University of Nairobi. Anita Kingori , Development Communication Specialist, Kenya. Dr. Fatuma Hirsi , CBS, Communication Specialist World Bank Group, PRSK Fellow, and Chief Judge PRSK Warrior and Moran Awards. Dr. Dorothy Njoroge , Senior Lecturer of Communication, United States International University-Africa. Moderator, Omar Kibulanga : Founder & Director, Kiwandeo Kreative Ltd.
10.30 – 11.00 am	Break
11.00 – 11.30 am	Keynote Address: Safe, Equitable, Ethical, and Responsible use of Artificial Intelligence. Ryan Beiermeister , VP of Product Policy, OpenAI.

11.30 – 1.00 pm	<p>The Digital Future and the Reality of Global Digitalization. The convergence of globalization and digitization means that leaders, corporate communication practitioners, and policy makers, will need to reassess their strategies. The digital future is characterized by global digitalization, a transformative shift where digital technologies deeply impact various aspects of life and business. This involves the adoption of digital technologies, leading to changes in work, communication, and global interactions. While digitalization offers significant benefits, including enhanced connectivity, economic opportunities, and efficiency gains, it also presents challenges such as the digital divide, privacy concerns, and the need for responsible innovation. How can we overcome these challenges? Join this session to find out more.</p> <p>Presentation ➡ Navigating Good Governance and Development in Africa Through Responsible Digital Communication Dr. Ike Neliaku, President, Nigerian Institute of Public Relations (NIPR).</p> <p>Panel: Jan Eissfeldt, Director and Global Head of Trust & Safety, Wikimedia Foundation. Henry Nii Dottey, Head of Marketing & Corporate Communications for UBA Ghana and Regional Head for Anglophone West Africa at UBA Group. Ryan Beiermeister, VP of Product Policy, OpenAI. Dr. Ike Neliaku, President, Nigerian Institute of Public Relations (NIPR).</p> <p>Moderator, Mr. Moses Kemibaro: Founder & CEO, Dotsavvy.</p>
1.00 – 2.00 pm	Lunch
2.00 – 3.00 pm	<p>Safe Communication and Responsible Advocacy in the Digital Age Our online actions have real-world consequences. Safe and responsible communication and advocacy in the digital age involves being mindful of online interactions, respecting others, and understanding the potential impact of online actions. It also includes protecting your privacy and security while using online platforms. This session explores ways that one can use their digital voices responsibly and purposefully.</p> <p>Presentation ➡ Legal Frameworks and Digital Self-Defense for Countering Digital Harassment Stella Omwenga, Senior Digital Information Resources Officer, Multimedia University of Kenya. Collince Okumu, Communication Lecturer and Researcher at Multimedia University of Kenya.</p> <p>Panel Jan Eissfeldt, Director and Global Head of Trust & Safety, Wikimedia Foundation Corazon Sefu, Managing Director, Edelman Kenya. Diana Marszalek, Global Head of News, PProvoke Media.</p> <p>Moderator, Esther Cobbah: CEO Stratcomm Africa Ltd and President IPR, Ghana.</p>

3.00 – 4.00 pm	<p>Tell-All: Leadership insights on what CEOs want from their PR teams Worldwide, CEOs lead external and internal communications efforts for the organization. In this tell-all panel, we pull back the curtain on the expectations that CEOs have for their PR teams. Industry veterans will reveal the unfiltered expectations CEOs have for their PR teams, demystifying executive decision-making, and arm you with the tools you need to align PR initiatives with broader business goals and amplify your voice in executive conversations.</p> <p>Lilian Kimeto, Chief Executive Officer, Kenya Yearbook Editorial Board. Prof. Justin Green, President & CEO, Global Alliance for Public Relations and Communication Management (GA). Dr. Robi Mbugua Njoroge, Chief Executive Officer, Anti Counterfeit Authority. June Chepkemei, Chief Executive Officer, Kenya Tourism Board. Karl Haechler, CEO Africa, Burson.</p> <p>Moderator, Noella Mutanda: Secretary, Public Relations Society of Kenya</p>
4.00 – 5.15 pm	<p>AI for the Common Good: Understanding Artificial Intelligence and its Social Values. How can we use artificial intelligence to address societal challenges and improve the well-being of individuals and communities. This session will help you understand ways of developing and deploying AI solutions that align with ethical principles and that contribute to positive social outcomes.</p> <p>Mikaela Mwangura, Founder and Global Director, Eminence Global PR Firm, Kenya. Ryan Beiermeister, VP of Product Policy, OpenAI. Mr. Moses Kemibaro, Founder & CEO, Dotsavvy.</p> <p>Moderator, Noella Mutanda: Secretary, Public Relations Society of Kenya.</p>

THURSDAY

JUNE 12, 2025

DEMOCRACY AND CRISIS MANAGEMENT

8.00 – 9.00 am	Coffee Networking Lounge One-on-one conversations with industry peers and the day's speakers.
9.00 – 9.30 am	Address: Reclaiming Our Narrative: Harnessing Heritage Storytelling in a Digital Renaissance Caroline Njiru , Chief Executive Officer, Convey PR, Kenya. Address ➤ Values-Based Digital Communication Education in Africa: Bridging Divides through Metamodern Approaches. Dr. Caroline Azionya , Senior Lecturer, Department of Strategic Communication, University of Johannesburg, South Africa.
9.30 - 10.00 am	Brands in Motion - The World Got More Complex. Communications Got More Critical This session explores the growing gap between communicator confidence and audience perception. While 81% of communicators believe they're effective, only 39% of audiences agree when it comes to complex topics—revealing a pressing need for clearer, more impactful communication in an increasingly complex world. Sarah Gooding , Managing Director, WE Communications.
10.00 - 10.30 am	Handover mantle to APRA 2026 Host. Hon. Kimani Ichung'wah , Member of the Kenyan Parliament, Majority Leader of Kenya National Assembly. Alhaji Mohammed Idris , Honourable Minister of Information and National Orientation, Federal Republic of Nigeria. Master of Ceremony: Noella Mutanda , Secretary, Public Relations Society of Kenya.
10.30 - 11.00 am	Break
11.00 - 12.00 pm	Digital Subversion in the age of Democracy Democracy has been greatly affected by the digital age, and this impact will only increase as technology continues to advance at an unprecedented rate. The digital era has transformed the landscape of democratic structures, presenting both opportunities and challenges. As the world becomes more connected through the use of digital technologies, it is important to understand how this affects the democratic process. The discussion will emphasize the importance of ethical communication practices, focusing on how to build and maintain trust between Government institutions and the public. Dr. Tosin Adesile , Lecturer, Journalism & Mass Communication, Elizade University, Nigeria. Gloria Sebikari , Manager, Corporate Affairs, Petroleum Authority of Uganda. Chris Wangalwa , Director, Africa Strategic Communication Hub (ASCH). Lamara Garba , Head, Directorate of Public Affairs, Bayero University, Kano, Nigeria. Kobi Hema Osisiadan-Bekoe , Director of Corporate Affairs, ICT Capacity Building Agency, Government of Ghana. Moderator, Dr. Ike Neliaku : President, Nigerian Institute of Public Relations (NIPR).

12.15 – 1.15 pm	<p>Bridging Africa's Digital Divide: Ensuring Technology Serves the Marginalized, not just the Connected.</p> <p>Join this session to find practical ways of ensuring technology benefits everyone, not just those already connected. You will learn how to do this through listening to inspiring case studies from across Africa that addressed digital literacy, affordable access, and inclusive infrastructure to make sure their projects were a success. This session includes initiatives like community internet projects, policy reforms, prioritizing universal connectivity, and programs focused on digital inclusion.</p> <p>Barbara Jebet, Communications Specialist. Emily Chelangat, Strategic Communication Researcher and Senior Communication Officer, National Planning Authority, Uganda. Osman Mohamed, Director, Public Education, Advocacy and Corporate Communications, Commission on Administrative Justice – Ombudsman. Omar Kibulanga, Founder & Director, Kiwandeo Kreative Ltd.</p> <p>Moderator: Japhet Muthomi: Deputy Director, Public Communications and Media, National Assembly of Kenya.</p>
1.15 – 2.00 pm	Lunch
2.00 – 2.45 pm	<p>Lightning Talks (10 Minutes each)</p> <p>Topics:</p> <ul style="list-style-type: none"> ➤ Strategic Communications and Digital Diplomacy in COMESA: Trends, Hurdles and Pathways to Progress by Shem Siteki, Senior Account Manager, Rave Strategies. ➤ AI and Crisis Communication in the EAC Tourism Sector by David Kaunda, Corporate Communication and Marketing Assistant at Tourism Fund. ➤ Crisis Management in the Era of Disruptive Communication by Derick Chiweshe, CEO and Founder, Kumusha Kwedu Events, Lusaka, Zambia. <p>Lightning Talks Host: Anita Kingori, Development Communication Specialist, Kenya.</p>
2.45 – 4.00 pm	<p>Crisis Management in the Digital Era</p> <p>Today's crisis landscape has fundamentally shifted. While organizations once had hours or days to craft their response to emerging issues, life now demands split-second decisions in an environment where facts, fiction, and perception blend seamlessly. In this session, we will explore crisis as an evolving threat and how it has changed the framework for strategic communications. We will also examine how influence campaigns and the spread of misinformation can quickly escalate minor incidents into significant brand challenges.</p> <p>Florence Dzame, Associate Director of Global Communications, Innovations for Poverty Action, Kenya. Lewis Msasa, Managing Partner, Africomms Consults, Malawi. Ann Murugi, Communication Specialist. Hazel Mafwenko Zulu, Senior Liaison Officer - Global Affairs Canada, Office of the Canadian High Commission in Zambia. Antoinette Kamau, CEO and Lead Communications Consultant, Commken Afrique Ltd, Kenya.</p> <p>Moderator: Lerato Songelwa, MD South Africa, Burson.</p>

4.00 – 4.30 pm	<p>The Best African Campaigns of 2025 A discussion of the six best campaigns from this year's African SABRE Awards. The finalists for the Best in Show trophy will share the insights, strategies, creative execution, and impact behind their work. Attendees will gain firsthand perspectives from the teams behind these standout campaigns and discover what sets them apart in a highly competitive field.</p> <ul style="list-style-type: none"> ➤ #Odourpandemic – Nivea with Chain Reactions Africa Israel Opayemi, Managing Director/Chief Strategist at Chain Reactions Africa ➤ Viva Clean Hearts, Clean Clothes – Viva Detergent with Blanche Aigle Communications Nene Bejide, Founder and Principal Consultant, Blanche Aigle Communications ➤ A Moment To Forget – Adasa with Clockwork ➤ Bullet Proof Park – Gun Free South Africa with Razor with M&C Saatchi Abel (members of the Up & Up Group) ➤ Change Starts with One - BIC x Mpumelelo – BIC with Retroviral, Shaun James Film, and Integer ➤ The #ForeverWena Campaign – Bill & Melinda Gates Foundation with Ogilvy South Africa <p>Moderator: Diana Marszalek, Global Head of News, PProvoke Media.</p>
4.30 – 4.45 pm	<p>Launch of APRA 2026 / WPRF 2026 Dr. Ike Neliaku: President, Nigerian Institute of Public Relations (NIPR). Irene Lungu Chipili, Chairperson African Regional Council, Global Alliance for Public Relations and Communication Management (GA). Prof. Justin Green, President & CEO, Global Alliance for Public Relations and Communication Management (GA).</p>
4.45 – 5.00 pm	<p>Conference Closing Ceremony David Mugonyi, Director General and Chief Executive Officer of the Communications Authority of Kenya (CA). Prof. Justin Green, President & CEO, Global Alliance. Prof. Michele Mekeme, Vice President, African Public Relations Association (APRA).</p> <p>Keynote Address, Stephen Isaboke, EBS, Principal Secretary, State Department for Broadcasting and Telecommunications.</p> <p>Master of Ceremony: Noella Mutanda, Secretary, Public Relations Society of Kenya.</p>
7.30 – 10.00 pm	<p>SABRE Awards Africa 2025 / Gala Night Join us for a night of celebration, elegance, and excellence as we honour the most outstanding campaigns and professionals in African public relations and communications. Expect dazzling entertainment, fine dining, inspiring moments, and unforgettable connections.</p> <p>Dress code: African Cultural Attire / Dinner Wear</p>

FRIDAY & SATURDAY

JUNE 13 & 14, 2025

EXCURSIONS

Option 1: Mombasa City Tour

Inclusions:

- Akamba Handicrafts
- Indian Temples (Hindu Temples)
- Elephant Tusks – Moi Avenue
- Fort Jesus
- Old Town and Old Harbor
- Local Market Visit
- Lunch at Tamarind Restaurant
- Haller Park Visit (Wild animals)
- Park entry fee.

Rates per person USD 125

Option 2: Wasini Island Tour

Inclusions:

- Return transport to and from Shimoni
- Traditional dhow cruise to Kisite Marine Park
- Snorkelling and swimming at Kisite Marine Park
- Lunch at a beachfront restaurant
- Visit to the Slave Caves
- Alcoholic and non-alcoholic drinks, fresh fruits
- Snorkelling gear
- Park entry fees

Rates per person USD 150

Option 3: Day Trip to Tsavo East National Park

Inclusions:

- Return transport
- Park entry fees
- Morning game drive
- Lunch at Ashnil Aruba Lodge
- Visit to Lugard Falls
- Visit to Galana River view point
- Return to Mombasa

Rates per person USD 170

Option 4: 2-Days Tsavo East National Park

Inclusions:

- Return transport
- Park entry fees
- Morning game drive
- Accommodation at Ashnil Aruba Lodge
- Afternoon game drive
- Visit to Lugard Falls
- Visit to Galana River view point
- Return to the lodge for dinner and overnight
- Early morning game drive
- Breakfast at the lodge
- Mid-morning leisure
- Packed lunch
- Return to Mombasa

Rates per person USD 275

Powered by Kenya Tourism Board



MEDIA COUNCIL OF KENYA

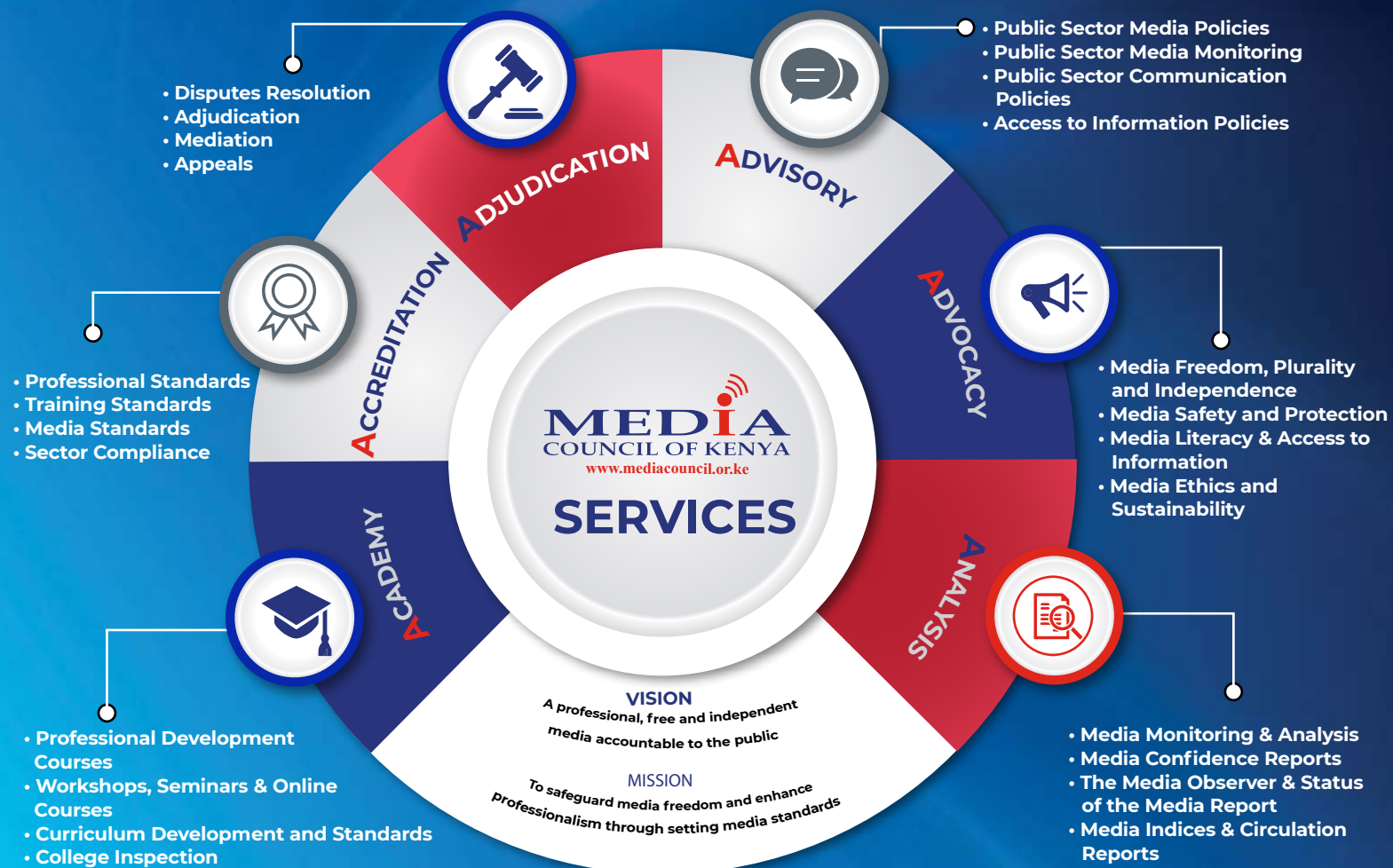
The Media Council of Kenya (MCK) is the principal national body mandated, to develop and regulate the media industry in Kenya, in order to promote media freedom, professionalism and independence. It is established by law under the Media Council Act of 2013 to fulfil Article 34 (5) of the Constitution of Kenya, which enshrines media freedom.

The Council executes its mandate by providing services to its stakeholders through the 6As.

COMPLAINTS COMMISSION

The Complaints Commission is an independent organ of the Media Council of Kenya, established by section 27 of the Media Council Act (No 46 of 2013), for purposes of mediating or adjudicating media disputes. The Commission mediates disputes between the government and the media, public and the media and intra media on ethical issues.

The Commission facilitates impartial, speedy and cost-effective settlement of complaints against journalists and media enterprises without fear or favor.



info@mediacouncil.or.ke



www.mediacouncil.or.ke



mediacouncilofkenya



@mediacouncilk

Britam Centre, Ground Floor, Mara /Ragati Road Junction, Upper hill,
P.O.BOX 43132 00100 Nairobi, Kenya

Tel: +254 (020) 273 7058 | +254 (020) 271 6266 | Mobile Number +254(0) 727 735 252

SPEAKERS

PROFILES



Antoinette KAMAU

CEO and Lead
Communications
Consultant,
Commken Afrique Ltd

Antoinette Bonita Kamau is a seasoned communication specialist with exceptional skills in developing and implementing public relations programs, strategic communication strategies, crisis communication strategies and protocols, and stakeholder engagement strategies. She is passionate about highlighting developmental concerns and promoting sustainable development within the global arena through storytelling.

She is also a Trainer and an Adjunct Lecturer at United States International University-Africa, and a Transformative Coach from Coach Masters Academy. She is currently the Chief Executive Officer and Lead Communications Consultant at Commken Afrique Ltd, a PR and Communications Agency.

She holds a Bachelor of Education degree in Linguistics and Literature from the University of Nairobi, a Master's degree in Communication from Daystar University, and is currently writing her Ph.D. dissertation entitled "*The Role of Dialogic Communication in Stakeholder Engagement: A Case Study of the Menengai Geothermal Plant*" at Daystar University. She also writes for the *Business Daily* newspaper.



Awino GILBERT

PR & Stakeholder
Manager at **Kenya
Women Teachers
Association (KEWOTA)**

Awino Gilbert (AG) is the former Chair of the Public Relations Society - Editorial Board - where he served with a team of seven (7)- to oversee the content generation, editing and production of the PR Digest- an industry magazine by the Public Relations Society Kenya (PRSK) that targets PR professionals and other professionals in Kenya and outside.

Awino Gilbert is the Head of PR and Stakeholder Manager at the Kenya Women Teachers Association (KEWOTA), an organization representing over 80,000 government-employed teachers. He is also a managing partner at KMM LTD, where he leads media strategy and stakeholder relations.

Gilbert has served as the editorial advisor for the Global e-Schools and Communities Initiative (GESCI) and is a regular political and communication commentator on local and regional television.

Previously, he was Head of PR at Nzoia Sugar Company, joining from Nation Media Group where he was editor of Kenya's only Swahili newspaper. He was also the second editor of Kamusi ya Karne ya 21, a Kiswahili dictionary by Longhorn Publishers, working with scholars from Kenya, Uganda, and Tanzania.

Awino is an accredited journalist by the Media Council of Kenya (MCK), a full member of the Public Relations Society of Kenya (MPRSK), and a certified Forensic Investigator.



Anita KING'ORI

Development
Communication
Specialist, Kenya

Anita King'ori is a communications professional specializing in development communication, corporate communications, and digital advocacy. With 3.4 years of experience in social impact storytelling, stakeholder engagement, and policy communication, she has worked extensively in youth-centred initiatives, health communication, and governance projects.

She is currently pursuing a master's in international relations and diplomacy at Riara University. Anita is passionate about leveraging digital platforms for civic engagement, responsible advocacy, and policy influence. She is also a member of the Women in PR and Communications Kenya Association and The Comms Avenue. Her work explores the intersection of youth, digital culture, and governance in Africa.



Ann MURUGI

Communication
Specialist

Ann Murugi is a PR and Communications Specialist with expertise in strategic storytelling, corporate communications and brand positioning. With experience across telecommunications, finance, and motorsports, she helps organizations craft compelling narratives that enhance reputation and stakeholder engagement.

Ann is skilled in public relations, digital strategy, and impact writing, ensuring brands communicate effectively in competitive industries. Passionate about ethical and responsible communication, she advocates for proactive strategies that foster trust and resilience in today's fast-evolving digital landscape.



Annette WACHIRA

Communications Officer, Kenya
- NICE Project, Sustainable
Agriculture Foundation (SAF)

Annette Wachira is a seasoned communications specialist with years of experience in Public Relations, strategic storytelling, media relations, and campaign management. Known for impactful branding and engaging narratives, she has led communication efforts across NGOs, corporations, and startups. Whether capturing real-life moments in the field, managing media crises, or driving social behaviour change, Annette connects, engages, and empowers.

Her work appears in top publications and newspapers, and she has implemented successful campaigns. A skilled multimedia creator, she blends digital strategy with compelling storytelling to amplify positive change.



Diana MARSZALEK

Global Head of News,
PProvoke Media

As PProvoke Media's global head of news, Diana Marszalek covers all aspects of the global PR, including news and analysis of the geopolitical and issues impacting the communications industry. Before joining PProvoke, Diana spent a decade cover the TV industry and wrote for newspapers including The New York Times.



Israel OPAYEMI

Managing Director/Chief
Strategist,
Chain Reactions Africa

Israel Opayemi is the Managing Director/Chief Strategist at Chain Reactions Africa. With 3 decades of experience, he is a leading voice in strategic communications, public affairs, and crisis management.

Israel advises governments and business leaders on navigating policy, shaping reputation, and driving impactful narratives across Africa's key sectors.



Sarah GOODING

Managing Director,
WE Communications

From consultancies in the UK and South Africa, as well as on-site at Microsoft South Africa, Sarah has over 20 years experience in B2B and B2C corporate reputation and brand purpose communication in the EMEA region. Her focus is strategy development, crisis communications and spokesperson management.

Sarah is a spokesperson at various international industry conferences such as the Holmes Report In2Summit, Global ICCO Summit and Annual APRA Conference and sits as a member of the judging panel for numerous industry awards, including PRWeek Global Awards, South African Sports Industry Awards and PProvoke Africa and EMEA SABRE Awards.

Sarah is a board member of the inaugural PRCA Africa board and current co-chair of the PRCA Africa Sustainability network. Sarah has a degree in journalism, a post-graduate in brand management and has recently completed the Business Sustainability Management course through Cambridge University's Institute of Sustainability (CISL.) Sarah is currently MD of the We. Communications Africa team based in Johannesburg, South Africa.



Chris WANGALWA

Director
Africa Strategic
Communication Hub
(ASCH)

Chris Wangalwa is a PRSK Top 30 Men in PR nominee. He hosts the PR Safari Podcast, Africa's premier communication-focused podcast, which aims to empower public relations professionals on the continent by featuring top industry experts. He serves on the Research and Knowledge Management Committees of PRSK and Africa Public Relations Association (APRA) contributing to the advancement of the profession. As the Director of Africa Strategic Communication Hub (ASCH), Chris oversees multiple brands, including the Center for Public Relations (CPR), a platform for public relations practitioners to exchange new knowledge.

Chris has provided strategic communication support for over 50 brands. Passionate about the future of communication, he has been a public relations guest lecturer and speaker at several universities and corporations, advocating for innovative approaches to the communication practice. His dedication to PR related knowledge-sharing extends to communication advisory, training and mentorship, facilitating workshops on influence, storytelling, persuasion and competitive advantage.

Chris is also on a mission to integrate public relations into financial and operational decision-making, reshaping how organizations view and leverage PR as a core business asset. His ongoing project focuses on standardizing the global communication industry, setting clear benchmarks to enhance professionalism and best practices. He is also exploring how communication aligns with the Fourth Industrial Revolution. He holds a Master in Knowledge Management and Innovation, a Bachelor of Science in Communication and Public Relations and a Diploma in Social Work.



Andras SZTANISZLAV

President of the
Hungarian PR
Association and currently
serves interim CEO of
ICCO

Andras Sztaniszlav has started his career as a journalist, later worked for the Government Services as Comms Officer and then became a strategic communications advisor. His consultancy service (PersonaR Communication Advisory Ltd) is on the market since 2005. Over the years he advised clients from corporate and not-for-profit sector, startups, company leaders and agencies. As a consultant he mostly works with in-house comms teams, agencies, project teams on organisational developments, strategic planning, stakeholder management and creating organisational narratives." He is a Chartered PR Practitioner, a certified CMS consultant and auditor, a Fellow of the CIPR. He has been recognized by PRO. PR Global Award in 2018

He is the President of the Hungarian PR Association and currently serves interim CEO of ICCO.



Barbara JEBET

Communication
Specialist

Barbara Jebet is a seasoned communications professional with over a decade of experience in branding, digital marketing, and strategic storytelling. She has partnered with government agencies, global corporations, and non-profits to deliver measurable outcomes in engagement, market positioning, and organizational culture.

Barbara has trained 250+ entrepreneurs and business professionals from over a dozen organizations, and thrives at the intersection of technology, innovation, and human connection.



David KAUNDA

Corporate Communication
and Marketing Assistant,
Tourism Fund

David Otieno Kaunda is seasoned communication and public relations practitioner and trainer with over 13 years of experience in the trade having worked in both private and public sectors. He is an adjunct lecturer at the University of Nairobi, department of journalism and media studies for a decade now. David also serves as a corporate communication and marketing assistant at Tourism Fund for the last five years and counting. Prior to joining Tourism Fund David worked as a consultant with Avant communications, Nairobi: Helped in the implementation of Kenya Roads Board (KRB) brand audit as the lead consultant for Kisumu and Kakamega counties.

Additionally David was part of the Avant Communication team of consultants who developed social media policy for, identified and implemented innovative ideas and activities to educate and update the target market and various stakeholders about Energy and Petroleum Regulatory Authority (EPRA) services, mandate and role in the energy sector. Reviewed the Corporate Communication Strategy.

He has also worked as a journalist at hope FM, a communication consultant at crossover media contributing stories to UNDP Publications. He started his Communication career at Teachers Service Commission and Kenya pipeline respectively. He holds a Bachelor of Arts in Journalism and Media studies with a bias in Public Relations, from University of Nairobi and a Master of Arts in Corporate Communication from Daystar University. Additionally I have expedited senior management course at Kenya School of Government having done a supervisory course at the same institution previously.



Corazon SEFU

Managing Director –
Kenya, **Edelman**

Corazon Sefu Wandimi, Managing Director – Kenya, Edelman

Corazon is the Managing Director of Edelman Kenya and is responsible for building the Kenya business and ensuring client-service best practices. She has over 15 years of experience in public relations and communications, spanning both agency and corporate settings. Over the years, she has worked with local and international brands across sectors including technology, finance, beverage, healthcare, social impact, aviation, and entertainment.

At Edelman, she has supported clients such as Meta, Mastercard Foundation, Rockefeller Foundation, Yidan Prize Foundation, Amref, Women Deliver, Kenya Airways, Jersey Finance, Roche, Fragomen, Dubai Economy & Tourism, among others.

Before Edelman, Corazon served as Group Communications Manager at Open Capital Advisors, a management consulting and financial advisory firm, where she established the communication department and led the firm's rebrand.

She also held roles at Tell-Em Public Relations East Africa, including General Manager and Consumer/Finance Team Lead. There, she led key accounts such as Coca-Cola, Coca-Cola Beverages Africa, Visa Inc., MTV, ICAEW, DPO Group, and Zuku.

In 2024, she was named PR Personality of the Year at the Marketing World Awards. Campaigns she has worked on have also received recognition at the PRSK Awards, SABRE Awards, and Marketing World Awards.

Corazon is a member of the Public Relations Society of Kenya and serves on the Research Committee of PRCA Africa and the Advisory Board of She's The First.



Dr. Martina MUTHEU

Senior lecturer at the
School of Journalism &
Mass Communication
University of Nairobi

Dr. Martina is a Senior lecturer at the School of Journalism & Mass Communication University of Nairobi, Kenya. She holds a PhD in Communication and Information Studies, MSc in ICT4D and a Master's degree in Communication Studies from the University of Nairobi. Her research interests are in ICT4D, Communication, Education, Financial Inclusion, Food security and Sustainable Livelihoods. She has carried out ethnographic studies in technology adoptions uptake and use and is actively involved in the ICT industry as a content service provider and an ICT Solutions provider.

She has closely worked with underprivileged populations and has a wealth of experience in Product design and implementation of technology based products targeting poor and marginalized populations. She is active in the innovation sector with several innovative solutions in ICT4D notably; the M-ASCA Model (LT-12652 by the copyright Board of Kenya) (www.m-asca.co.ke) and The OnNet Learning Solution (copyright No. RT02382) which was instrumental in the continuity of learning during the COVID 19 pandemic for those without internet connectivity. She has consulted for the EU, USAID, County Governments in Kenya and the Communications Authority of Kenya among others. She has Authored books and has published in peer reviewed Journals and participated in conferences, exhibitions and expos in Kenya and abroad.



Dr. Ike NELIAKU

President,
**Nigerian Institute of
Public Relations, and
Executive Vice Chairman,
Rightangle Public
Relations.**

Ike Neliaku, Ph.D is a public relations practitioner and marketplace entrepreneur, with over 30 years experience in development and strategic communication, public administration, leadership and governance, youth development, and business management.

He is the President, Nigerian Institute of Public Relations, and Executive Vice Chairman, Rightangle Public Relations.

He held key positions in Nigerian Government as Special Assistant to 5 successive Ministers of Information; Minister of Cooperation and Integration in Africa; Political Adviser to the President; Senior Special Assistant (Administration) to the President; and Member, Governing Council, Federal University, Gusau.

He is Fellow at Nigerian Institute of Public Relations (NIPR); Institute of Chartered Mediators and Conciliators; Institute of Management Consultants; Institute of Entrepreneurs; Association of Nigerian Authors, Advertising Regulatory Council of Nigeria; and Africa Centre for Public Leadership.



Dr. Caroline AZIONYA

Interim President, **Public
Relations Institute of
Southern Africa (PRISA)**
Senior Lecturer,
Department of Strategic
Communication,
**University of
Johannesburg (UJ)**

Dr Azionya is a transdisciplinary value creation expert who specialise in the digital economy (4IR/5IR), generational cohort theory and strategic communication. As the Interim President of the Public Relations Institute of Southern Africa (PRISA) and a respected member of its Research, Training and Education Committee, she is shaping the industry and professional development across the region.

Her innovative and authentic teaching approaches have garnered over 31 prestigious industry accolades, including IOM, AMASA Ignition, DMASA Assegai, and Prism awards, alongside recognition from the European Commission for excellence in communication education. At the UJ, Dr. Azionya has developed and taught a comprehensive range of strategic communication modules across all academic levels and supervises post graduate studies to the PhD level.

A sought-after and highly-rated executive trainer, she has conducted training for professionals across the SADC region—including Botswana, Namibia, Lesotho, Eswatini, Mozambique, and South Africa—serving diverse sectors from mining and government to academia. Before her academic career, Dr. Azionya established her expertise in the private sector as a strategic communication consultant and strategist, advising clients across financial services, telecommunications, government, and non-governmental sectors.

**The Biggest
Risk A
Business
Faces
Is Not
A Crisis,
But
Failing TO
Prepare
For One!**



Crisis- 

A Specialised
Crisis Management & Communication Service



CMC CONNECT LLP

▪ PERCEPTION CONSULTING ▪

Exclusive Affiliate of **Burson** in Nigeria



www.cmcconnectllp.com

 **0911-555-111**



Dr. Omoniyi P. IBIETAN

Head of Media Relations at the **Nigerian Communications Commission (NCC)** and is the Secretary General of the **African Public Relations Association (APRA)**

Omoniyi P. Ibietan is a strategic communications consultant and stakeholder manager with over 24 years of experience leading media and communication strategies across the public and NGO sectors.

He currently serves as Head of Media Relations at the Nigerian Communications Commission (NCC) and Secretary General of the African Public Relations Association (APRA). He lectures at Rome Business School and has previously taught at The Polytechnic, Ibadan, and the International Institute of Journalism, Abuja. From 2005 to 2007, he was Special Media Advisor to Nigeria's Minister of Information and Communication.

Omoniyi was also Regional Media Researcher for the U.S.-backed Freedom House Project and has consulted for the Mastercard and MacArthur Foundations. At NCC, he leads strategic media relations initiatives that engage ministries and agencies to improve understanding of regulatory roles and industry opportunities. His team has received multiple awards for its work.

He has delivered papers and led discussions at conferences, advancing communication scholarship and aligning messaging across traditional and digital media. He has authored over 19 publications, including the book "Social Media, Social Demography and Voting Behaviour in Nigeria" (2023, Premium Times Books), and published nearly 200 essays on contemporary issues.

Omoniyi holds a Ph.D. in Communication from North-West University, South Africa; a mini-MBA in Telecommunications from NEOTELIS, France; an MA in Communication and Language Arts from the University of Ibadan; a BA in Communication Arts from the University of Uyo; and a Diploma in Journalism from the Nigerian campus of the Moscow-based International Institute of Journalism. He is a fellow of the Nigerian Institute of Public Relations and APRA, and a member of the Nigeria Union of Journalists, African Council for Communication Education, Nigeria Community Radio Coalition, Advertising Regulatory Council of Nigeria, and the International Institute of Communications.



Nancy Atieno ONYANGO

Chief Executive Officer, **Show Up Communications**

Nancy Atieno Onyango is the founder and CEO of Show Up Communications. She is a strategic communications expert with two decades of experience working in development cooperation, media, convening partnerships (Africa and EU), and providing high-level strategic advisory to corporates and multilateral agencies. She is deeply committed to driving purpose-driven communication strategies that amplify African voices on the global stage.



Emily CHELANGAT

Strategic Communication
Researcher &
Senior Communication
Officer,
National Planning
Authority-Uganda

A Strategic Communication Specialist with over 14 years of experience in Communication for Development. She has a passion for grassroots transformation through sustainable communication interventions. She holds a Bachelor's degree in Mass Communication from Makerere University and Master Degree in Human Rights. Currently pursuing a Philosophy Degree in Communication of Makerere University.

She serves Uganda's National Planning Authority (NPA) as Senior Communication Officer, where she oversees communication and public relations activities for the National Development Plans (NDPs) in Uganda. She is also a member of the Communication Network of the African Peer Review Mechanism (APRM), the Governance organ of the African Union.



Dr. Fatuma HIRSI,
FPRSK, CPS

Communication and
Knowledge Management
lead for a **UK-Funded
Urban Green Program in
Somalia**

Dr. Fatuma Hirsi is a distinguished Communication Management Specialist with over three decades of expertise spanning government, private sector, and international development. Currently, she serves as the communication and knowledge management lead for a UK-funded urban green program in Somalia. Her notable career includes roles as Principal Secretary for Tourism and Broadcasting & Telecommunication in Kenya, where she spearheaded transformative policies and achieved significant sector growth.

She also worked in telecommunications, media and banking in the private sector. Internationally, she has worked with the Universal Postal Union and the World Bank. A multilingual leader with a Doctorate in Communication Studies and an MBA, she excels in strategic implementation, governance, and stakeholder engagement. Recognized with prestigious awards, including the Order of the Chief of the Burning Spear (CBS) by Kenya's President, she is also a committed mentor, coach, and advocate for education and community development.



Florence **DZAME**

Associate Director of
Global Communications,
Innovations for Poverty
Action

Florence Dzame is a distinguished global communications expert with over a decade of experience leading strategic communications initiatives for international NGOs. As the Associate Director of Global Communications for Innovations for Poverty Action, she provides strategic vision for communications initiatives, working with specialists to disseminate research to diverse audiences.

Her expertise spans crisis communication, media advocacy, and strategic communications, with notable achievements including the CNN Africa Journalist of the Year award and Best Radio Story 2013 for investigative reporting on children's rights issues in Kenya. Florence holds a Master's in Communications Studies from the United States International University Africa, where her research focused on crisis management in social media. Her combination of practical experience in international development communications and academic research in media studies provides a unique perspective on the challenges and opportunities for women in media leadership roles.



Gladys **ASARE-DANQUAH**

Marketing
Communication
Strategist, a Storyteller,
and a Lecturer

Gladys Asare-Danquah is a marketing communication strategist, storyteller, and lecturer with over 15 years of international experience in corporate communications, brand strategy, stakeholder engagement, and digital transformation. She has worked across industries including mining, finance, construction, and technology, helping businesses shape narratives, build trust, and create impact across West Africa.

Her expertise includes crisis and reputation management, digital and social media strategy, stakeholder engagement, and thought leadership development. She has trained corporate executives, entrepreneurs, and professionals in strategic communication, advocacy, advertising, and media engagement.

Gladys held senior roles at Atlas Copco Ghana Limited (now Epiroc) and People's Pension Trust, leading communication initiatives that enhanced brand visibility, strengthened stakeholder trust, and positioned executives as industry leaders. She is an Adjunct Lecturer at Bluecrest University College, teaching Strategic Communication and Advertising while mentoring future communication professionals.

A Chartered Marketer with CIM UK and CIMG Ghana, Gladys holds an MA in Communication Studies and an EMBA in Marketing from the University of Ghana, and a Postgraduate Diploma in Professional Marketing from CIM UK. She is pursuing a Ph.D. in Marketing at the University of Professional Studies, Accra, and is an accredited member of IPR Ghana.

A passionate advocate for women's empowerment, Gladys authored *Twilight Before Dawn*, inspiring women to own their narratives and break barriers. She mentors young women as part of the Global Give Back Circle.

Outside work, she enjoys music, hosting dress-up parties, and exploring fashion for her brand, The Costumier.



Gloria SEBIKARI
Manager, Corporate
Affairs, Petroleum
Authority of Uganda

Ms. Gloria Sebikari is the Manager of Corporate Affairs at the Petroleum Authority of Uganda, where she has worked since 2018. With 15 years of experience in Uganda's oil and gas sector, she leads corporate communications to build awareness, engagement, and investment in the industry.

She holds a Master of Science in Social Responsibility and Energy (Distinction) from Robert Gordon University, a first-class Bachelor's degree in Mass Communication from Makerere University, and a Postgraduate Diploma in Project Planning and Management.

As the Authority's spokesperson, Gloria collaborates with oil companies, government, civil society, development partners, media, and local leaders to drive Uganda's oil and gas narrative with an emphasis on sustainable partnerships. She coordinates the joint government-industry communication platform and led the production of the legacy publication Uganda's Oil Journey.

Gloria has represented Uganda at international events such as Africa Oil Week, Africa Energy Week, and the East African Petroleum Conference. She also plays a key role in national initiatives, including the Authority's annual national content conferences and the oil and gas skills expo.

Previously, she contributed to the Norwegian-funded Oil for Development programme under Uganda's Ministry of Energy for six years.

She holds certifications in extractives and sustainable development, change management, partnership brokerage, and government communication leadership (UNESCO). Gloria is a member of the Public Relations Association of Uganda, the Chevening Alumni Association, and the Chartered Institute of Public Relations.



Lakinbofa GOODLUCK
Public Relations Manager,
MTN Nigeria

Lakinbofa is a media, brand, and communications strategist with over 12 years of experience across different industries including oil and gas, telecommunications, fintech and FMCG.

He is currently the Public Relations Manager at MTN Nigeria where is responsible for managing the reputation of the company. He's instrumental to the conception and execution of the MTN Media Innovation Programme.

With a PhD in Media & Communications, Lakinbofa is also an adjunct faculty at the School of Media & Communications, Pan-Atlantic University where he teaches public relations.



**Hazel Mafwenko
ZULU**

Public Relations and
Communications Expert

Experienced Public Relations and Communications expert with a demonstrated history of working in diverse market sectors including International Development, Health, Trade and Industry, Education, and Energy Highly organized and self-driven award-winning Communications Professional with over 30 years' experience in the communications field. Offering proven leadership in creating high impact multifaceted Public Relations and Communications strategies to advance the company's vision, mission and goals.

Vastly skilled in Media Relations, Content development, Event Management, Social Media Management, Communications Strategy development, Crisis Communication, Stakeholder engagement, Editing and Writing and Public Relations Training.

A strategic and creative thinker who develops, plans, executes, monitors and evaluates strategies and delivers results on time and within prescribed budget.



Henry Nii DOTTEY

Head of Marketing
& Corporate
Communications
for **United Bank for
Africa (UBA) Ghana**
and Regional Head for
Anglophone **West Africa**
for **UBA Group**

Henry Nii Dottey, APR is an award-winning communications strategist and marketing leader with over 20 years of experience in corporate communications, brand management, media relations, and stakeholder engagement across West Africa. He is Head of Marketing and Corporate Communications for United Bank for Africa (UBA) Ghana and Regional Head for Anglophone West Africa at UBA Group, leading integrated marketing strategies across multiple markets. His leadership has helped shape UBA's brand positioning and corporate reputation in the region. A former journalist turned corporate communications executive, Henry held key roles including Group Head of Corporate Affairs and CEO of 3Foundation (Media General Ghana), Manager of Brand and Communications for Metropolitan Group, and Acting Senior Manager of Marketing and Corporate Communications at Dominion University College. He also served as Managing News Editor of 3FM 92.7 and Head of News Online, coordinating Ghana's 2016 elections coverage. Earlier in his career, he worked with Ghana Revenue Authority, Students Loan Trust Fund, and Citi FM.

Henry serves as Vice President of the Institute of Public Relations (IPR) Ghana (2019–2024) and has been a faculty member for IPR accreditation and education reforms. He is also a member of the Ghana Ministry of Information's Entity Tender Committee.

He holds an ongoing Master of Law in Corporate and Commercial Law from the University of Ghana, an MBA in Marketing, a BA in Communication Studies, and earned his Accredited Public Relations Practitioner (APR) certification in 2009. A sought-after speaker on strategic communications, crisis management, and brand sustainability, Henry blends journalistic rigor with corporate communication expertise to shape impactful narratives across Africa's media landscape.



Jan EISSFELDT

Director and Global Head
of Trust & Safety at the
Wikimedia Foundation

Jan Eissfeldt serves as Director and Global Head of Trust & Safety at the Wikimedia Foundation, the non-profit hosting Wikidata, Wikipedia, and other free knowledge projects. He is also an External Fellow at the Santa Fe Institute for applied complexity science; a working group member of the Trust & Safety Professional Association; Advisory Board member of Marketplace Risk; and an International Telecommunications Union (ITU) technical standards focus group contributor.



Dr. Lucinda SUTTON

Senior Lecturer, **North-West University, South Africa**

Dr. Lucinda B Sutton is a Senior Lecturer at North-West University, South Africa, where she teaches a range of undergraduate and postgraduate modules in corporate communication and public relations. She also supervises MA and PhD students on communication management-related topics. Sutton earned her PhD in Communication in 2020 with a focus on Internal Communication Trends in South Africa. Her research interests reflect her practical experience as a communication professional, particularly in strategic communication. Sutton's work emphasises the management of relationships with both internal and external stakeholders, and her publications explore various facets of communication in organisational contexts.



Dr. Robi NJOROGE

Chief Executive Officer,
Anti Counterfeit Authority

Dr. Robi is the Executive Director of ACA, the lead Kenyan government Agency mandated to combat counterfeiting and trade in counterfeit goods. The Authority is domiciled under State Department for Industry under the Ministry of Investments, Trade and Industry (MITI).

Dr. Njoroge has over 20 years' experience gained in both public and private sectors. Previously, Dr. Njoroge served as the Chief Executive Officer of Kenya Association of Music Producers (KAMP). He also served as board member of the Media Council of Kenya (MCK), Tom Mboya University College, and Public Relations Society of Kenya (PRSK).

Dr. Njoroge holds a PhD from KU, an MA and Postgraduate Diploma in Communication from the University of Nairobi; Masters in IP from Africa University (Zimbabwe); B. ED and LLB from Egerton and Mt. Kenya Universities respectively and a Postgraduate Diploma in Law from KSL. He is also an advocate of the High Court of Kenya.



Lekha SEEBALUCK

Managing Director of
Blast Communications

Lekha Seebaluck is a seasoned communications professional with over two decades of experience in strategic reputation management, crisis communication, and public relations. As the Managing Director of Blast Communications, she brings a wealth of knowledge and expertise to her clients, offering both strategic direction and practical implementation advice. Lekha's multifaceted experience in journalism, academia, and corporate communications allows her to approach challenges with a holistic view. Her ability to navigate complex communication landscapes has made her an invaluable asset to organizations seeking to enhance their reputation and effectively manage crises. Lekha's academic foundation is rooted in a Master's degree in Corporate Communication and Reputation Management from the prestigious University of Manchester. Her diverse background includes experience as a journalist in both print and broadcast media, providing her with a unique perspective on media dynamics and storytelling.

Throughout her career, Lekha has spearheaded numerous PR projects that have garnered international recognition. She has conducted significant research, serving as a research assistant to university professors on various reputation related subjects as well political communication projects. Lekha also develops and delivers media and crisis training programmes for organizational spokespersons. She has established herself as a sought-after expert in crisis communications throughout the region. At Blast Communications, Lekha leads a team dedicated to delivering innovative and effective communication strategies. Her commitment to excellence and deep understanding of business dynamics, societal trends, and media landscapes continue to drive the success of her clients across various industries.



Lewis MSASA

Managing Partner,
Africomms Consults

Lewis is a seasoned PR and Communication professional with over 25 years' experience in PR and strategic communication. He is Honorary PR fellow, PR Legend and past President of Public Relations Society of Malawi. He also served as Media Institution of Southern Africa (MISA) Chairperson between 2004 and 2006.

Has worked in both public and private sector in various capacities at senior management level. Among others, he has worked in the Technical Vocational Education and Training (TVET) sector for over 17 years as Head of Corporate Affairs. He has also undertaken a number of consultancies on PR and Communications.

Lewis is a managing Partner of Africomms Consults, a PR and Communications Agency poised to bridge PR and Communications gaps in both public and private sector. He is currently on a short-term consultancy with World Bank Group as a External Affairs Consultant.

Lewis has also presented papers on PR and communication at both local and international conferences in Helsinki, Finland; St Petersburg, Russia; Suva, Fiji; and California, USA, among others.

Lewis holds Masters of Arts in New Media, Governance and Democracy (Leicester University-UK) and a host of various credentials in PR and Communications.


74% of Kenyans worry that business leaders intentionally mislead the public*

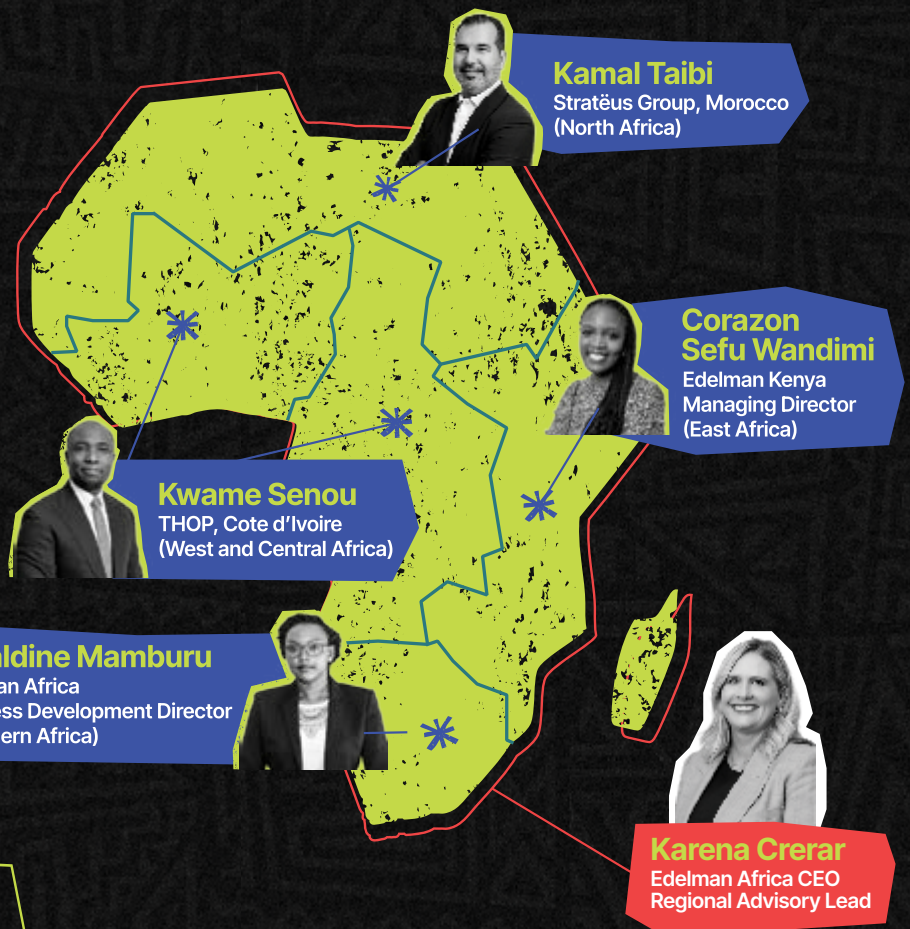
Let us help you build back trust

For 25 years, the Edelman Trust Barometer has revealed the state of trust in business, media, government, and NGOs across the world. At Edelman Africa we leverage this data to build communication strategies that help our clients create positive impact, understand societal challenges, and rework their capabilities to address them.

Edelman Africa's Regional Advisors can help you build your trust capital while developing your presence across the continent. Because trusted institutions are proven to have more loyal customers, more engaged employees, and endure in times of crisis.

To learn more about our Trust research, or to build your organisation's communications and crisis capabilities, contact:

 Corazon.Sefu@Edelman.com
Karena.Crerar@Edelman.com



*Data sourced from 2025 Edelman Trust Barometer: Kenya Report





David OMWOYO MBS

Chief Executive Officer
and the Secretary of the
Media Council of Kenya
(MCK)

Mr David Omwoyo, MBS is the current Chief Executive Officer and the Secretary of the Media Council of Kenya (MCK), Kenya's independent national media regulator and media development institution. Mr Omwoyo is a journalist, writer, editor and team leader up to CEO level in a career spanning the religious sector, educational institutions and public sector leadership. He was a 2021 Nation Media Group's Top 40 Under 40 winner.

Before joining the MCK, Mr Omwoyo was the Managing Director of Waumini Communications and Communications Director for the Kenya Conference of Catholic Bishops for 6 years, growing an enviable countrywide media network. He also worked in academia, as Fundraising and Donor Relations Manager at Egerton University, with responsibility for institutional advancement and donor relations. An advocate of devolution, Mr Omwoyo oversaw and coordinated the establishment of more than 18 community radios in different parts of the country to promote community dialogue for sustainable peace and rural development.

Mr Omwoyo who is currently pursuing his PhD in Organizational Leadership at Columbia International University, USA, holds a Master's degree in Mass Communications from the University of Leicester and a second Masters in Diplomacy from the Royal University of Malta. His Bachelor's degree is in Journalism. In addition, Mr Omwoyo is an Alumni of the London School of Economics where he studied Public Policy Analysis, The DiploFoundation, where he graduated with an Advanced Diploma in Internet Governance, and Oxford University where he studied Artificial Intelligence. His other qualifications are in Compliance Management, Public Administration and Governance.



Caroline NJIRU

Chief Executive Officer
Convey PR

Caroline Njiru, MCIPR, MPRSK, is a communications expert and entrepreneur with over 18 years in public relations, branding, and strategic communication. As CEO of Convey PR, she empowers organizations to craft authentic narratives, elevate their brands, and achieve tangible results.

Recognized among Kenya's Top 52 PR Practitioners (2024), Caroline holds an undergraduate degree in Public Relations and Master of Science in Entrepreneurship & Innovation Management and actively serves with Rotary International. She hosts the *#ConveyWithCaroline* Podcast, championing AI-driven storytelling, personal development, and impactful communication.

Caroline's passion lies in equipping businesses and individuals to foster meaningful transformation across Africa.



Lina JAMWA

Membership, Advocacy,
and Communications
Manager at the
Kenya Flower Council

Lina Jamwa is a seasoned communications and policy professional with expertise in public relations, corporate communications, stakeholder engagement, policy and membership management. She currently serves as the Membership, Advocacy, and Communications Manager at the Kenya Flower Council.

Recognized among the top 52 public relations professionals in Kenya (PRSK 2024), Lina is an active industry leader, serving in the Membership and Professional Development Committees of both the Public Relations Society of Kenya (2023–2025) and the African Public Relations Association (2025–2027).

She also previously contributed her expertise to two PRSK Panels of Experts (2019 – 2021) focusing on Public Interest and Policy and Measurement and Evaluation Ethics. Lina is passionate about leadership, mentorship and professional growth. She co-authored the She Leads Vol. 3, a book on women in leadership capturing nuggets of wisdom from women leaders.

As a Comms Mentoring Programme (CMP) Mentor, she is dedicated to nurturing the next generation of public relations professionals. She founded and spearheads 'The PR Pulse', a public relations thought leadership platform designed to foster networking, knowledge-sharing, and industry insights among public relations professionals the world over. Beyond her professional pursuits, she enjoys filling out crosswords, reading, traveling and spending time with loved ones. Her happy place? A cup of freshly brewed tea!



**Abdullahi Aliyu
MAIWADA**

Assistant Comptroller of
Customs (AC),
Nigeria Customs Service

AC Abdullahi Aliyu Maiwada was born on 12 January 1987 in Katsina State. He completed his primary and secondary education at Bayero University Kano and holds a Bachelor of Science in Education/Geography and a Master's in Environmental Management from the same institution. Additionally, he earned both a Bachelor's and Master's in Mass Communication from Crescent University Abeokuta and a Doctorate in Media Arts from the University of Abuja.

Enlisted into the Nigeria Customs Service as Cadet ASC II in 2011, AC Maiwada served as Zonal Public Relations Officer Zone 'B' Headquarters and Public Relations Officer at Ogun Command. In 2020, he was appointed the pioneer Liaison Officer of the Nigeria Customs Broadcasting Network and later served as Deputy National Public Relations Officer before becoming the substantive spokesperson of NCS in April 2023.

He is a member of the Nigerian Institute of Public Relations (NIPR), African Public Relations Association (APRA), Association of Communication Scholars and Professionals of Nigeria (ACSPN), African Council for Communication Education (ACCE), and Association of Media and Communication Researchers of Nigeria (AMCRON). He has also completed numerous courses in Customs Operations, Trade Facilitation, Public Relations, Strategic Communication, and Leadership.

AC Maiwada has received several accolades, including the 2020 World Customs Organisation meritorious award and the 2023 Best Spokesperson Award by Image Merchant Limited. Under his leadership, the Public Relations Unit earned the WCO Meritorious Award at the 2024 International Customs Day. He also received the 2024 Best Spokesperson Award from NIPR and has published multiple papers on Public Relations and communication.



Mumba MWANSA

Chief Executive Officer
and Founder,
Girael Comms Solutions

Mumba Mwansa is a seasoned communication expert, journalist, graphic designer, and digital storyteller with 14 years of experience in journalism, public relations, media, and strategic communication. She is originally from Zambia and currently based in Nairobi, Kenya. She is a member of the Zambia Institute of Public Relations and Communication (ZIPRC) and an associate member of the Public Relations Society of Kenya (PRSK).

As CEO and Founder of Girael Comms Solutions, a Zambian communication consultancy, Mumba has provided services to government entities, private firms, international organizations, faith-based institutions, and individuals. She specializes in media relations, strategic communication, graphic design, and digital storytelling, helping brands craft compelling narratives.

Her career spans print media, public relations, and digital communication. As Senior Sub-Editor at the Zambia Daily Mail, she was recognized as Best Sub-Editor for excellence in writing, editing, and graphic design. Between 2017 and 2021, she worked with the Office of the First Lady of Zambia, enhancing its public image and communication strategies, effectively showcasing its programs and initiatives.

Mumba leverages social media to shape African communication, focusing on Zambia and Kenya. Her blog, Mumba's Insights, covers sexual and reproductive health rights, communication, tourism, and relationships, reaching audiences on Facebook, LinkedIn, TikTok, X, Instagram, and YouTube. As Publicity Secretary for the Association of Zambians living in Kenya (AZAKE), she has improved the association's visibility through storytelling.

Mumba remains an influential voice in African communication, driving impactful narratives and championing effective storytelling.



Odion ALEOBUA

CEO,
Modion Communications

Odion Aleobua is an internationally recognised Public Relations and Marketing Communications professional with two decades of experience.

He founded Modion Communications, a full-service PR consultancy in Lagos, Nigeria, in 2015., providing strategic advisory services to various sectors, including Oil and Gas, Finance, and Tech.

Odion also convenes the annual "Insurance Meets Tech" conference, influencing Nigeria's insurance landscape. His leadership has garnered multiple awards, including the Platinum SABRE Award for 'Best in Show' in Africa., the first by a Nigerian PR Agency.

He has previously served as Head of Communications at Adorva PLC and managed Public Relations for Oando PLC, Nigeria, a leading indigenous oil major across two continents.



Grace MUNJURI
CEO,
Brand Magnets and
Chair for Women in PR
Kenya

Grace Munjuri is Team Lead, at Brand Magnets Limited. She is a Public Affairs Specialist who possesses key capabilities and leadership skills that she has developed over the past 18 plus years she has worked as a Senior Corporate Communication Executive in the public and private sectors. Ms. Munjuri carries a wealth of experience in Leadership and Governance, Corporate/ Public Affairs, Communication for Advocacy, Brand Positioning, Public Relations, Media Relations and Government Relations. She has undertaken corporate profiling to position as market leaders the various organizations she has dealt with helping them refine their strategic communication, brand positioning and reputation management.

Beyond her work life, Grace has served our Nation in various capacities including her current advisory roles as a Board Member at the Kenya Film Classification Board, Board Member and Vice Chair for World Vision Kenya, Director in the Board of the Communications Authority of Kenya and the Media Council of Kenya Board where together as a team they successfully spear headed the Digital Migration in Kenya amid great challenge and chaired the law making process of the Media Act 2013, and together with her committee mid-wifed the delivery of a good law for the industry. She also played a key role in the amendment of Kenya Information and Communication Amendment Act 2013 that gave birth to the new Communications Authority of Kenya.



Ebrima A. BAH
Communication Manager,
Gambia Maritime
Administration

Ebrima A. Bah is the Communication Manager at the Gambia Maritime Administration, where he leads strategic communications and public engagement initiatives. With over a decade of experience in public relations—particularly in the maritime sector—Ebrima brings a wealth of expertise in crisis communication, media relations, and stakeholder engagement.

He holds a Master's degree in Development Communication from the Ghana Institute of Journalism and a Bachelor's degree in English Language from the University of The Gambia. He has also completed several specialized courses in maritime safety, multimedia, organizational leadership, and management.

Ebrima is a skilled communicator fluent in English, Fula, Mandinka, and Wollof, and is passionate about using communication as a tool for development and institutional growth.



Kwa jam ya Kufile, wewe ndio dere.



Jiondolee **Jam** File and pay today on **itax.kra.go.ke**

by 30th June 2025.

www.kra.go.ke

Disclaimer: KRA notifies taxpayers that it will not accept responsibility for payments not received, credited and validated in the relevant KRA accounts. **Corruption Reporting:** +254 (0726) 984 668, Email: corruptionreporting@kra.go.ke. **Short Messaging Services (SMS):** Dial (*572#) or Text to 22572. Contact Centre: +254 (020) 4 999 999, +254 (0711) 099 999, Email: callcentre@kra.go.ke. **Complaints & Information Centre Hotlines:** +254 709 017 700 / 800 Email: cic@kra.go.ke



Kenya Revenue Authority



Kenya Revenue Authority



Kenya Revenue Authority



020 4 999 999/ 0711 099 999



callcentre@kra.go.ke



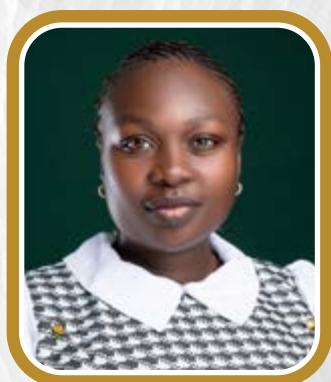


Nancy AKULLO

Head of Communications
at the **Institute of
Certified Public
Accountants of Uganda**

Nancy Akullo is the Head of Communications at the Institute of Certified Public Accountants of Uganda, since 2019. She has 12 years of Public Relations experience. Nancy is a member of the Membership and Professional Development Committee of the African Public Relations Association.

Previously, she was a member of the Education and Mobilisation Committee of the CPA Cooperative Society. She is a member of the Public Relations Association of Uganda, and the Uganda Marketers Society. Nancy is pursuing a Master of Business Administration, and a Foundation Certificate in Professional and Digital Marketing of the Chartered Institute of Marketing.



Naomi SENDA

Global Communication
Coordinator at **WINGS**

Naomi Senda is a seasoned Development Communication and Advocacy Strategist with 12+ years of experience in strategic communications, policy advocacy, and governance. She has dedicated her career to amplifying voices in the philanthropy, civil society, and development sectors, strongly focusing on gender equality, sustainable development, climate action, and good governance. Naomi excels in strategic communication, stakeholder engagement, and digital campaigning, leveraging her expertise to influence policy and drive meaningful socio- economic change.

She has held various communication capacities in organizations such as ActionAid International Kenya, CORE Group, We Effect, Practical Action, Adeso Africa, Caritas Nairobi, and the Kenya Fashion Awards. Currently, Naomi serves as the Global Communication Coordinator at WINGS.

She is also a Board Director at Mental 360, where she chairs the Administration and Corporate Affairs Committee and contributes to governance, organizational development, and strategic oversight. Naomi is currently pursuing a Master of Public Administration (MPA) in Public Policy and Management at the University of York, with a focus on enhancing her impact in program management and policy influence. She also holds a Bachelor of Arts in Communication and Media with IT from Maseno University.

A passionate advocate for inclusive development, Naomi is also deeply committed to storytelling as a powerful tool for changing the narrative of Africa. She believes in telling authentic stories that reflect the continent's resilience, innovation, and diversity, challenging stereotypes and promoting African excellence on the global stage. With a proven track record in strategic leadership, policy advocacy, and stakeholder collaboration, she continues to drive transformative change in Africa and beyond.



Prof. Michele MEKEME

Senior Lecturer at the
Advanced School of
Mass Communication
(ASMAC) in Yaoundé,
Cameroon

Professor Michele Mekeme, the Vice President of APRA, is a distinguished PR academic and practitioner with over 20 years of excellence in the field. She was recently confirmed as a Professor of Communication and Information Science by the University of Yaoundé II in the Republic of Cameroon, a testament to her outstanding contributions to academia and the profession.

As a Senior Lecturer at the Advanced School of Mass Communication (ASMAC) in Yaoundé, Cameroon, she imparts her knowledge to students across multiple universities in Cameroon and beyond, specializing in public relations and communication studies. A prolific researcher, she has published extensively in both local and international journals, reinforcing her reputation as a thought leader in the field.

Professor Mekeme holds a Ph.D. in Communication from the Russian Friendship University, further strengthening her academic credentials. A multilingual communication specialist, she speaks and writes fluently in Russian, French, and English, enabling her to engage with diverse audiences across the globe. Beyond academia, she has led numerous high-profile communication consulting projects, providing strategic counsel to various organizations. Her career also includes senior management roles in the private sector, where she has played a significant role in shaping corporate communication strategies.

A passionate mentor and educator, Professor Mekeme is committed to nurturing the next generation of communication professionals. She is a sought-after speaker at industry events, conferences, and workshops, further solidifying her status as a respected leader in public relations and communication. Her remarkable contributions to both academia and the professional sphere continue to shape and inspire the industry, making her a key figure in the advancement of communication and public relations in Africa and beyond.



Stella OMWENGA

Senior Digital Information
Resources Officer,
Multimedia University of
Kenya

Stella Omwenga is a dynamic digital information specialist and communications professional at Multimedia University of Kenya, passionately dedicated to enhancing digital access to information resources and empowering research through strategic communication.

Her career foundation was established at Octavian Consulting, where she excelled in developing and executing impactful PR campaigns, crafting compelling branded content, and nurturing strong stakeholder relationships. Building upon this experience, Stella has cultivated over a decade of expertise in corporate communications, digital strategy, and stakeholder engagement. She now plays a pivotal role in strengthening institutional visibility and advancing knowledge-sharing initiatives.

Holding a Master's in Communication from Daystar University, she aspires to transition fully into a strategic communications role. She aims to harness her expertise in brand positioning and digital storytelling to shape impactful narratives and drive organizational engagement in the evolving digital era.



Omar KIBULANGA

Founder & Director of
**Kiwandeo Kreative
Limited**

Omar Kibulanga is a leading media innovator, award-winning filmmaker, and top PR strategist in Kenya. Named PRSK's 2024 Top PR Man (Legend of the Season), he is celebrated for excellence in strategic communications, advocacy, and brand positioning.

He is Founder & Director of Kiwandeo Kreative Limited, a communications and cultural enterprise promoting Swahili heritage through media, film, PR, and innovation. He also serves as Deputy Director of Communications at the Mombasa County Public Service Board.

Omar holds an Executive Master's in Media Leadership from Aga Khan University—his capstone on a Swahili Creative Economy was named Best Capstone 2025—and a Master's in Monitoring & Evaluation.

His films, including Kiswahili Kitukuzwe and The Biography of Habib Swaleh, highlight Swahili culture and have won multiple Kalasha Awards. Internationally, he has represented Kenya at the Berlin International Film Festival and SOAS University's Baraza Conference, championing African storytelling and innovation



Karl HAECHLER

CEO Africa,
Burson

Karl is a seasoned communications strategist with two decades of experience spanning global, African and South African markets. As a key leader in the Burson Africa network, he oversees a dynamic portfolio of over 50 markets across the continent, driving integrated corporate communications strategies that resonate with diverse audiences and deliver measurable impact.

Since joining the agency in 2010, Karl has been instrumental in shaping its growth trajectory across Africa, establishing it as a trusted partner for multinational corporations and local enterprises alike. His expertise lies in reputation management, corporate communications and issues management, where he has successfully navigated complex challenges across consumer and B2B sectors. His ability to adapt to Africa's multifaceted markets underscores his strategic acumen and cultural fluency.

Karl's cross-sector experience spans industries such as technology (consumer & enterprise), financial services, healthcare, energy, education, property development, media and marketing, legal, motoring and defence. This breadth of exposure enables him to provide innovative counsel to the unique needs of each client, ensuring relevance and impact in an ever-evolving communications landscape.

An accomplished media trainer, Karl has equipped-suite executives from leading organisations with the skills to confidently engage with journalists and navigate high-stakes media interactions. His deep understanding of journalism practices, coupled with his focus on transparency and alignment with current news agendas, makes him a trusted advisor in managing sensitive issues and protecting reputations. Karl holds a degree in Corporate Communications from the University of Johannesburg. His passion for fostering collaboration across the Burson Africa network and his commitment to elevating African narratives on the global stage solidify his position as a visionary leader in corporate communications.



Dr. Adesile **TOSIN**

Executive Director
of **Yolechub Ltd**, an
entrepreneurship
polishing School in
Nigeria

Adesile Tosin PhD is a seasoned media professional, boasting a robust journalism background that established him as a commanding voice in Nigerian media. Leveraging his expertise, Adesile seamlessly transitioned into academia, where he continues to excel as a dedicated researcher and scholar. A consummate team player, Adesile is renowned for delivering results-driven solutions, underpinned by exceptional interpersonal, organizational, and public communication skills.

His extensive experience in the fast-paced newsroom environment, coupled with his proficiency in public relations and advertising, has impeccably prepared him to navigate diverse communication landscapes with ease and precision. Adesile currently teaches Journalism and Mass Communication at Elizade University, Ilara-Mokin, Ondo State, Nigeria.

He is currently the president of Ondo State Chapter and the National Information Communication Technology Officer I of the Association of Communication Scholars and Professionals of Nigeria. Before joining Elizade University, Adesile was an authoritative voice in the Nigerian media where he was at various times reporter, assistant editor, and editor of an online medium, Sparklight News.

He holds a B.Sc. (Hons), M.Sc. and a PhD degree in Mass Communication, both awarded by the University of Lagos. Adesile is a full registered member of Advertising Regulatory Council of Nigeria, (ARCON) and Nigeria Institute of Public Relations (NIPR) He is also the Executive Director of Yolechub Ltd, an entrepreneurship polishing School in Nigeria. Tosin Adesile is a golfer and loves writing during his leisure time.



Veronica **ABUEDE**

Chief Administrative
Officer at the **African
Public Relations
Association (APRA)**

Veronica Abuede is a highly driven and versatile professional with over 17 years of experience spanning administration, human resources, IT, real estate, and strategic communication. She currently serves as Chief Administrative Officer at the African Public Relations Association (APRA), where she plays a vital role in optimizing secretariat operations, supporting governance, and driving engagement across Africa's public relations community.

An Associate Member of both the Nigerian Institute of Public Relations (NIPR) and APRA, Veronica is known for her warmth, precision, and results-oriented approach. Her portfolio at APRA includes oversight of event logistics, stakeholder engagement, member services, and digital communications, functions she carries out with deep empathy and unwavering professionalism.



Dr. Dorothy NJOROGE

Senior Lecturer of
Communication at **United
States International
University-Africa**

Dr. Dorothy Njoroge is a Senior Lecturer of Communication at United States International University-Africa. She is the Program Leader for the MA program in Communication Studies at USIU and has presented in many international conferences as well as published on issues of public relations, gender and development communication.

She is a past board chairperson of the Association of Media Women in Kenya (AMWIK) and currently serves in the International Council of the International Association for Media and Communication Research (IAMCR).



Tokunboh GEORGE-TAYLOR

Founder/CEO of **SKOT
Communications**

Tokunboh is an experienced Communications Executive with over 30 years of experience in creating, managing and sustaining Communications Campaigns locally, regionally and globally.

Prior to starting SKOT Communications, she was the pioneering Managing Director of Hill+Knowlton Strategies Nigeria, one of the world's leading global communications. SKOT Communications was founded after the business and asset transfer of H+K. Before joining H+K Strategies, Tokunboh she was the pioneering Director of the Oando Foundation, and has also worked with local, regional and global clients.

Tokunboh holds a Bachelor of Arts degree in Economics from the University of Wisconsin, USA.

She is a member of the Nigerian Institute of Public Relations (NIPR), Public Relations Consultants Association of Nigeria (PRCAN), Chartered Institute of Public Relations (CIPR), Public Relations Association UK (PRCA) and Institute of Directors (IOD).



Moses KEMIBARO

Founder & CEO of
Dotsavvy

Moses Kemibaro is the Founder & CEO of Dotsavvy, Kenya's pioneering digital agency with over 22 years of industry leadership. A multiple award-winning digital entrepreneur, blogger, podcaster, and danalyst, he is a thought leader in digital transformation, AI-driven PR, and digital communications.

As a longstanding PRSK trainer and one of PRSK's Top 30 Men in PR for 2024, Moses has shaped the digital communications landscape in Kenya and Africa for over two decades.

His expertise spans AI-enabled PR, digital marketing, and emerging digital trends, making him a sought-after speaker at leading forums. His insights capture digital transformation strategies and tactics that enable organizations and professionals to navigate the ever evolving digital landscape.



Victor KARAMAGI

Senior Manager, Public Relations & Digital Communications, at the National Social Security Fund (NSSF) Uganda

Victor Karamagi is a seasoned public relations and communications professional, with over 15 years of experience serving in large private and public sector organisations in the East African region.

He currently serves as the Senior Manager, Public Relations & Digital Communications, at the National Social Security Fund (NSSF) Uganda, where he has played a lead role in transforming and turning around the corporate reputation of the Fund into a strong, trustworthy, transparent, and reputable institution in Uganda and the region.

He is skilled in digital communications, integrated marketing communications, media management, corporate affairs, project management, strategy, and leadership. He has worked extensively in the media industry, non-governmental, humanitarian, financial, and social security sectors.

He has also participated and led teams in the planning and execution of various organisational business-critical projects at NSSF Uganda, East Africa's largest social security Fund by value; Nation Media Uganda, Uganda's leading independent media group; Uganda Red Cross and International Committee of the Red Cross, the leading national and international humanitarian agencies, among others.

Victor holds a Bachelor of Mass Communication degree from Makerere University, and a Master of Business Administration degree, also from Makerere University. He has obtained his postgraduate training in Business, Leadership, Strategic Planning and Management from Makerere University Kampala, Strathmore Business School Nairobi, and the George Washington University's Centre for Excellence in Public Leadership.



Lerato SONGELWA

MD South Africa, Burson

Lerato is a solution-orientated and versatile professional with over 18 years of experience in providing strategic communications and public relations advice and counsel to senior executives in public and private sector organisations.

Her broad business knowledge, skill and intricate understanding of reputation management are the outcome of years of experience across various brands in the FMCG, Consumer and lifestyle sectors. Throughout her career, Lerato has established her reputation for building relationships with consumers and brands – some of the most notable brands she has worked with include Distell, Procter & Gamble, Gold Reef City, BlackBerry (RIM SA), Nashua Mobile, Pepsico, Unilever, McDonald's SA, MWEB, Decorland and Mazda to name a few.

Tailored to meet the needs of each specific client, Lerato regularly delivers media and crisis management training to C-suite executives in South Africa. She further develops suitable communications training aimed at enhancing the skills of corporate communicators and young professionals. Her recent training portfolio includes MSC Cruises, HONOR South Africa, Huawei Consumer Business Group, Reebok South Africa and Air Liquide.

Lerato's passion for integrity and trust in business relationships is the foundation upon which she conducts business. She believes trust is key to improving business relationships with all stakeholders, and that it must be supported and enhanced by integrity in business practices, including transparency, discipline, accountability and fairness.



96.4% OF KENYANS CAN NOW ACCESS FASTER MOBILE INTERNET SERVICES

Through the Universal Service Fund, the Communications Authority of Kenya (CA) facilitates access to diverse communication services in every part of the country, so that no one is left behind.

For more information visit www.ca.go.ke



**COMMUNICATIONS
AUTHORITY OF KENYA**

Opening Your World



ENHANCING ONLINE SAFETY FOR YOU AND YOUR FAMILY

The Communications Authority of Kenya (CA) manages Kenya's cyberspace to keep you and your children safe online, so you can learn, interact and thrive.

For more information visit www.ca.go.ke



**COMMUNICATIONS
AUTHORITY OF KENYA**

Opening Your World



Regine LE ROUX

Managing Director,
Reputation Matters

Regine is a corporate reputation specialist. She completed her Communication Management Honours Degree Cum Laude at the University of Pretoria in 2001 and her MCom within a year. In 2005, she founded Reputation Matters and has since hand-picked and managed teams to run reputation research assignments and develop communication strategies and plans. She is proud of her team's accolades, having won SABRE Africa Awards in 2018, 2019, and 2020 for research and evaluation.

She has extensive practical experience developing Communication, Change, and Marketing Strategies for clients across both the private and public sectors. Her portfolio spans agriculture, asset management, education, government, human resources, information and communication technology (ICT), manufacturing, pharmaceuticals, retail, and waste management. Regine has worked with parastatals, multinational corporations, JSE-listed companies, and privately owned businesses. She also mentors MBA students at Milpark Business School in Johannesburg.

Regine developed the Repudometer®, one of the first tools created to measure organisational reputation. She has served as Chairperson of the Western Cape Public Relations Institute of Southern Africa (PRISA) Committee and was a Board Member of the Rotary Club of Newlands, where she was responsible for Public Image. In 2015, she served as Rotary District Committee Chairperson for Public Image and received a Double Paul Harris accolade for her contributions to Rotary's Public Image initiatives.

She is the author of *Reputation Matters: Building Blocks to Becoming the Business People Want to Do Business With* (ISBN 978 1920526429) and contributed a monthly column on reputation management to Leadership Magazine for several years. Passionate about South Africa, Regine launched the Re.Bag.Re.Use initiative in Hout Bay, teaching women from Imizamo Yethu how to crochet reusable bags from empty bread bags. This empowers them to earn an income while helping keep plastic out of landfills and oceans.



Jesse MASAI

MPDC Chair,
Public Relations Society
of Kenya

A long-time journalist and communications management professional with stints in Africa, South East Asia and the United States, Jesse serves as Director of Communication and Public Relations with Nyandarua County Government in Kenya's former Central Province. A native of the country's scenic Rift Valley region, he is a graduate of Messiah University in Grantham, PA and Daystar University, Kenya. His work has appeared in mainstream media, including at The East African and the British Broadcasting Corporation. He is a member of the Public Relations Society of Kenya's Council.



Ernest **SUNGURA**

Executive Secretary of the **Media Council of Tanzania (MCT)** and the Chairman of the **Network of Independent Media Councils in Africa (NIMCA)**

Mr. Ernest Samson Sungura is the Executive Secretary of the Media Council of Tanzania (MCT) and Chairman of the Network of Independent Media Councils in Africa (NIMCA). With over 30 years of experience in journalism, media management, and development, Ernest is a seasoned Tanzanian leader known for strategic thinking, effective coordination, and strong skills in business, financial, and organizational management.

He holds an MBA, a Bachelor's degree in Business Administration, and a Diploma in Journalism from the University of Dar es Salaam. Ernest spearheaded media sector transformation in Tanzania through the Tanzania Media Fund (2008–2017), promoting quality, competence-based reporting and media financial independence. He developed and championed a Media Business Transformation Model, focused on achieving financial sustainability before editorial independence.

Before TMF, he worked with Deloitte Consulting Ltd., managing the Deloitte/FHI 360 TUNAJALI project, gaining key experience in grant and contract management. Ernest has worked on various UNESCO initiatives, including domestication of the Story-Based Inquiry Manual and Public Broadcasting reforms in Tanzania and Zanzibar. Through TMF, he also supported 25+ community radios on quality programming and sustainability.

Ernest rose from cub reporter to executive director and has been a strong voice in promoting investigative journalism, freedom of expression, and good governance. A SUSI Scholar, he participated in a U.S. government-funded program on media and governance at Ohio University, where he also lectured. He continues to contribute globally to dialogues on journalism, transparency, and media policy.



Blessing **AGBO**

Head of Communications, **Female Journalist Network** and as the Special Assistant to the **Director General of Voice of Nigeria for Content Management**

Blessing Banyinorim Agbo is a dynamic media and communications professional with extensive experience in public relations, advocacy, and content management. She serves as the Head of Communications for the Female Journalist Network and as the Special Assistant to the Director General of Voice of Nigeria for Content Management. As a member of NIPR and APRA, she has experience in media, governance, and corporate communications.

She is the founder of BanyinAfrique, a social entrepreneurship foundation promoting African craft. With a background in Theatre and Media Studies, she fosters impactful engagement and drives organizational growth.



Noella MUTANDA

Secretary,
Public Relations Society
of Kenya

Noella Mutanda, an award-winning PR professional with over 20 years of leadership in Corporate Communication, Stakeholder Management, Advocacy, and Media Relations, has made a significant impact across Kenya, Rwanda, Tanzania, and Bermuda. Recognized among PRSK's 2023 Top Women in PR, she began her career as a journalist before transitioning into Corporate Communications, where she has driven transformative strategies and operational excellence.

Her career highlights include institutionalizing functional communication departments, implementing Crisis Communication and Reputation Management strategies, and crafting impactful Corporate Communication and Brand Management initiatives. Notable successes include the development of Quality Management Systems (QMS) that improved organizational efficiency and media relations strategies that enhanced stakeholder engagement and visibility. Noella holds a master's degree in Corporate Communication, a bachelor's degree in Economics and Communication, and a Diploma in Journalism. She is currently finalizing an Executive MBA at Jomo Kenyatta University of Agriculture and Technology.

A Fellow of the prestigious Fletcher School Leadership Program for Financial Inclusion (Tufts University, USA), Noella serves as the Secretary General of the Public Relations Society of Kenya (PRSK) and as a Board Member of the Global Alliance. She has also contributed to public sector transformation as a member of the Ministerial Taskforce for improving government information and public communication functions to align with emerging dynamics.



Lamara GARBA

Deputy Registrar & Head,
Directorate of Public
Affairs,
Bayero University, Kano

Lamara Garba is a seasoned communication professional and university administrator with over three decades of experience in journalism, strategic communication, and public affairs. He currently serves as Deputy Registrar and Head of the Directorate of Public Affairs at Bayero University, Kano, where he leads the institution's media relations, branding, and information management efforts.

A holder of multiple postgraduate degrees—including an M.Sc. in Mass Communication and a Master's in Development Studies—Mr. Garba is currently pursuing a Ph.D. in Mass Communication. His professional journey includes senior roles at the National Examinations Council (NECO), the Fiscal Responsibility Commission in Abuja, and the New Nigerian Newspapers, where he served as State Editor and correspondent for several years.

He is a respected member of several professional associations, including the Nigerian Institute of Public Relations (NIPR), the African Public Relations Association (APRA), and the African Council for Communication Education (ACCE). Mr. Garba has played key roles in organizing major university and national conferences, and has represented Nigeria at various international media assignments and academic forums. A passionate advocate for development communication, Lamara is also actively involved in civil society initiatives, having consulted for NGOs such as WRAPA and UNICEF, and coordinated grassroots advocacy campaigns like Journalists Against Polio.



Esther COBBAH

**CEO,
Strategic
Communications Africa
(Stratcomm Africa)**

Ms. Esther Amba Numaba Cobbah is a communications specialist with over 45 years of industry experience. She is the CEO of Strategic Communications Africa (Stratcomm Africa), Ghana's premier, award-winning communication agency providing 360-degree services to public and private organisations, both local and international. Its affiliate, Skillhive, delivers training in communication and soft skills.

Ms. Cobbah is President of the Institute of Public Relations (IPR), Ghana, and serves on the board of the International Public Relations Association (IPRA), including judging panels for IPRA and the Bulgarian Public Relations Awards (BAPRA). She is also a mentor for the Global Women in PR Mentorship Programme (GWPR EMPOWER).

She holds a BA and Graduate Diploma in Communications from the University of Ghana and a Master's from Cornell University as an International Rotary Scholar. She also holds a certificate in Organisation Systems Development from the Organisation Development Center (Ghana) under the Gestalt Institute of Cleveland and is a sought-after facilitator and faculty member of the Female Future Programme.

Ms. Cobbah established the Public Affairs Department at the Ghana National Petroleum Corporation (GNPC) and led a nationwide LPG campaign. Her success led to a similar role in Cote D'Ivoire. She also founded the Public Affairs Department of the West African Gas Pipeline Project, working across Ghana, Togo, Benin, and Nigeria.

A climate advocate, she founded the Ghana Garden and Flower Movement and remains passionate about communication's power in national development and youth empowerment, particularly for young women.



Osman Mohamed

**Director for Public
Education, Advocacy
and Corporate
Communications
at the Commission
on Administrative
Justice (Office of the
Ombudsman)**

Osman Mohamed is currently serving as Director for Public Education, Advocacy and Corporate Communications at the Commission on Administrative Justice (Office of the Ombudsman).

He has over 20 years of experience in public communication roles spanning public service, strategic communications and media.

He holds a Masters Degree in International Journalism from University of Westminster in the United Kingdom, a Bachelor's Degree in Gender and Development Studies from Kenyatta University and a Diploma in Journalism from the Kenya Institute of Mass Communication (KIMC). He is also a certified trainer by the United Nations Training and Research Institute (UNITAR), The Centre for Parliamentary Studies and Training (CPST) and the Kenya School of Government (KSG).

He served in various capacities in the public service, including Clerk of County Assembly of Wajir, Senior media relations Officer and Hansard Reporter at the Parliament of Kenya. He also served as a reporter in the leading media houses: Standard and Nation Media Group.



Prof. Justin GREEN

**President & CEO,
Global Alliance**

Professor Justin Green is President & CEO of Global Alliance for Public Relations and Communication Management (2019–2027). Global Alliance represents more than 360,000 practitioners, academics, students, and organisations across 126 countries worldwide.

In recognition of his outstanding contribution to the profession, Justin has received 26 Life Fellowships, 23 global leadership awards, and five President medals. His work on Responsible Communication has been recognised by many global organisations including the United Nations, Association of South East Asian Nations, World Bank Group, European Commission, African Union, Southern Common Market, World Health Organisation, Prime Ministers, and Presidents around the world.

He also holds a Professorship and Master qualifications in Public Relations and Communications, Business Management, and International Marketing. He is founder and CEO of Wide Awake Communications in Dublin, Ireland, and a former director of public relations agencies in Kenya and Nigeria. There, clients included the World Bank, United Nations, European Union, African Union, Diageo, Samsung, Microsoft, Google, Airtel, and CNN.

Justin is a Life Fellow and former President of the Public Relations Institute of Ireland; a board director of the Commission on Public Relations Education, USA; a member of the Academic & Research Council of Global Alliance; and the Ethics and Standards in Public Relations Taskforce. He established the World Commission on Ethical and Responsible Communication.

His distinguished leadership has influenced global cultural, political, and entertainment sectors. He is widely honoured for advancing ethical standards, professional excellence, and international collaboration in public relations.



Mikaela MWANGURA

**Global Director of
Eminence Global**

A visionary leader, global strategist, and PR industry disruptor, Mikaela Mwangura the founder and Global Director of Eminence Global PR Firm is at the forefront of shaping modern-day public relations.

Her expertise spans across global markets, working with multinational corporations, governments, and high-profile individuals to navigate reputation crises, build strong media positioning, and future-proof brands in an evolving digital world.

With a deep-rooted passion for high-stakes crisis management, media influence, and corporate PR, she has successfully led industry-first campaigns that have redefined reputation strategy, stakeholder engagement, and digital PR innovation.

Burson

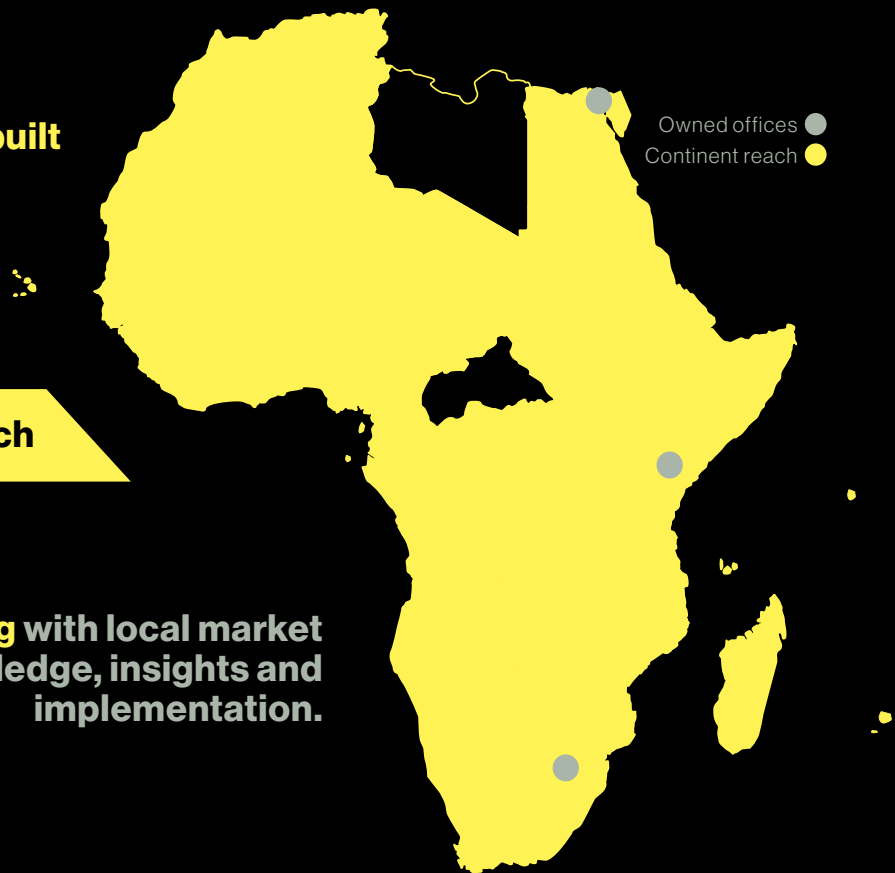
The #1 network of award-winning communications partners in Africa purposefully built over 30+ years

Multimarket, multicultural and multilingual, **Burson Africa understands** the complexity and dynamics of Africa, operating seamlessly across services, sectors, stakeholders and markets.

We are African leaders in communication, **purpose-built** to grow and protect your reputation across the continent.

50+ country reach

Global thinking with local market knowledge, insights and implementation.



Karl Haechler
CEO: Burson Africa
karl.haechler@bursonglobal.com

www.bursonglobal.com



Nene BEJIDE
Founder/Ceo,
Blanche Aigle
Communications

Nene Bejide is the Founder and Principal Consultant at Blanche Aigle Communications, a dynamic and fast-rising public relations agency in Nigeria. With a vision to redefine PR and brand communications, Blanche Aigle delivers innovative, strategic, and results-driven marketing solutions for tech companies, lifestyle brands, FMCGs, and corporate organisations. Nene is a Chartered Institute of Public Relations (CIPR) member and a respected thought leader in the industry.

A skilled communicator with a deep-rooted passion for storytelling and brand positioning, Nene's journey in media began as an on-air personality (OAP) and continued as she was elected Public Relations Officer during her undergraduate studies at the University of Lagos, where she earned a degree in Social Work. Her expertise in brand communications stems from a profound understanding of consumer engagement and a commitment to helping brands build meaningful connections with their audience.

Beyond her leadership in PR, Nene is a certified Brand Communications Expert with a Certificate in Journalism from the Federal Radio Corporation of Nigeria (FRCN) and a Public Relations Writing for Professionals certification from New York University's School of Professional Studies. Her work in the media industry has earned her notable recognition, including a nomination at the 2019 SME 100 Awards in the Media category and a feature in The Guardian Woman Newspaper in 2018.

Nene is deeply committed to entrepreneurship, social impact, and human development. She is the Co-founder and Director of the In-Service of Humanity (ISOH) Foundation, a nonprofit organisation dedicated to welfare and healthcare initiatives, reflecting her unwavering dedication to creating positive change in society.



Kobi OSISIADAN-BEKOE

Director of Corporate
Affairs at the Ghana-India
Kofi Annan Center of
Excellence in ICT

Kobi Hema Osisiadan-Bekoe is a communications strategist and public diplomacy leader with over 17 years of experience shaping narratives across Africa and Europe. Beginning her career as an award-winning television host before transitioning to executive roles, she masterfully bridges media, policy, public relations, and technology to drive impactful change.

A specialist in strategic content creation, Kobi Hema has enhanced social media engagement and visibility for numerous high-profile influential persons. As Director of Corporate Affairs at the Ghana-India Kofi Annan Centre of Excellence in ICT, she spearheads initiatives to democratize digital access and empower communities through technology. Simultaneously, as Senior Vice President of External Relations for SUCCA Africa, she addresses one of the continent's most pressing gaps: strategic communication in climate action. Her expertise spans high-stakes negotiations, investor relations, multicultural brand development, and crisis diplomacy.

Recognized among Africa's 22 Female Achievers (US Consulate, 2022), Public Sector Communications Personality of the Year (2024), and Ghana's Top 10 Women in PR (2025), Kobi Hema brings a dynamic blend of media savvy, policy insight, and cross-sector leadership to global stages.



Lilian KIMETO

Chief Executive Officer,
Kenya Yearbook Editorial
Board (KYEB)

Ms. Lilian Kimeto, MPRS is currently the Chief Executive Officer of the Kenya Yearbook Editorial Board (KYEB), a State Corporation that publishes Government. Ms. Kimeto is a strategic leader who always creates strategic changes in organizations and departments she has led.

As the CEO, she has created a desire among employees to become more ambitious and focused on delivery of mandate. Her vision is to always turn around any enterprise and grow the next set of leaders, and this she has broken down into four specific areas: growing the employee to grow the organization; leveraging technology to grow the enterprise; deepening stakeholder engagement and collaboration; and transforming government communication in the context of KYEB mandate.

Ms. Kimeto is a Development Communication and Media Studies expert and a trained teacher. She is also an expert in integrating communication into governance, strategic decisions, and project implementation for improved outcomes and is leveraging that to achieve the four areas outlined above. A career civil servant, Ms. Kimeto has also held other appointments in government such as the Deputy Director, Communications at the ICT Authority, where among her many achievements was her contribution to the development of the Communications Plan to support the implementation of the Kenya National Digital Master Plan (2022–32).

She is a communications research expert who has published four papers in the area of participatory communication. She holds a B.Ed (Hons) in Education (English & Literature) from Kenyatta University; a Post-Graduate Diploma in Mass Communication from the University of Nairobi; and a Master of Arts in Communication from Daystar University. Ms. Kimeto also has training in Crisis Communication Management, Senior Leadership Development, and is certified in Digital Marketing.



Collince OKUMU

Communication Lecturer &
Researcher at Multimedia
University of Kenya

Collince Okumu is a communication lecturer and researcher at Multimedia University of Kenya with four years of work experience. His main focus is on media studies, journalism, and communication strategies, with interest in enhancing academic attention and visibility for East African media landscapes.



Derick CHIWESHE

CEO and Founder,
Kumusha Kwedu Events

Derick Mwelwa Chiweshe, CEO and Founder of Kumusha Kwedu Events, is a dynamic and visionary Media, Communications and Public Relations Consultant with a proven track record in shaping narratives, building brands and driving Strategic engagement. With over 20 years of experience in Communication, Public Relations and Journalism, coupled with more than 8 years in International Relations, Protocol and Diplomacy, he has mastered the art of influence and impact across diverse industries. His expertise spans Cross-Cultural business development, working with startups and multinational corporations in sectors such as health, energy, education, media, public relations and strategic communication. A skilled strategist, Chiweshe excels in Crisis Communication, Stakeholder Management and Corporate messaging, crafting compelling narratives that resonate with global audiences. His ability to navigate complex communication landscapes has positioned him as a trusted advisor to leaders, organizations and institutions.

Beyond his professional achievements, Chiweshe is deeply committed to Social Impact and Mental Health advocacy. He recently developed a 52-episode series on mental health, leveraging his storytelling expertise to drive awareness and change. His passion for transformative communication extends to thought leadership, mentoring and capacity-building initiatives that empower individuals and organizations alike.

Academically, he holds a Master of Science in Project Management (awaiting graduation), Bachelor of Arts Degree in Mass Communication, Diploma in Public Relations, Media Law and Ethics, Certificates in Protocol, Etiquette & Diplomacy and a Certificate in Speech & Report Writing he is also currently pursuing another Masters in Business Administration (MBA) General, further strengthening his strategic leadership and business acumen. His relentless pursuit of excellence, coupled with his ability to inspire and mobilize, makes him a formidable force in media, communications and public relations across Africa and beyond.



Shem SITEKI

Strategic Communication
Consultant at
Rave Strategies

Shem Siteki is a strategic communication consultant at Rave Strategies, with significant experience in delivering expert digital communications, media relations, stakeholder relations, thought leadership alongside brand awareness campaigns – across all business sectors.

Additionally, he is a PhD student in International Relations at United States International University – Africa, (USIU-A). His research interests lie within the areas of digital diplomacy, crisis communication in diplomacy, public diplomacy in the digital age, media framing and foreign policy, disinformation and conflict, and emerging technologies use in diplomatic communication. He is specifically interested in assessing the impact of AI-driven communication tools in diplomatic practices.



Japhet MUTHOMI

Deputy Director in Charge of Public Communications and Media in the National Assembly of Kenya

Mr. Japhet Muthomi is the Deputy Director of Public Communications and Media at the National Assembly of Kenya. A strategic communications and governance expert, he is an Advocate of the High Court of Kenya, a member of the Public Relations Society of Kenya, and a Chartered Public Relations Analyst.

Mr. Muthomi holds a Bachelor of Laws from the University of Nairobi, a Bachelor of Education (English & Literature) from Kenyatta University, a Postgraduate Diploma in Law from Kenya School of Law, a Postgraduate Diploma in Mass Communication, and a Master's in Development Communication from Daystar University. He has completed professional courses including Advanced Training of Trainers (UNITAR, Geneva), Senior Management and Supervisory Courses (Kenya School of Government), Protocol & Diplomacy (South Africa), and PR Analysis (London).

He joined the Parliamentary Service in 2009 and has overseen outreach, publications, protocol, and events. He is also a trainer with CPST and a consultant to organizations such as USAID, UN Women, IPU, and Kenya Re.

Mr. Muthomi coordinated the 56th Commonwealth Parliamentary Association Conference (2010) and serves in the Secretariat of the Africa Colloquium for Legal Counsel to Parliaments. He is widely published and has travelled extensively for professional engagements.



Paul BARASA

Communication Consultant

Paul Barasa is a communication consultant from Kenya specializing in health communication, with a strong focus on global health and amplifying African stories that contribute to health systems strengthening and improving healthcare across the continent.

He has over 17 years of experience in designing and implementing communication strategies, having started his career in media before transitioning to consultancy and taking on leadership roles in communication within the telecommunications and healthcare sectors. Academically, he holds a Master's degree in Public Policy and Administration and a Bachelor of Science in Communication & Public Relations.



**Joseph Chebongkeng
KALABUBSUIS**

President,
National Communication
Council (NCC) of
Cameroon

Joseph Chebongkeng Kalabubsuis, born on 25 April 1960 in Mfe-Nwa, North-West Region of Cameroon, is a respected journalist and media personality. He is the current President of the National Communication Council (NCC) of Cameroon, a role he has held since June 2021. His media career began in 1989 at the Cameroon Radio and Television (CRTV) after graduating from the Advanced School of Mass Communication (ASMAM). He became a familiar voice in Cameroonian broadcasting, anchoring major bulletins and leading programmes such as 'Press Hour' and 'Beyond the Headlines'.

Between 1990 and 2000, he held several strategic roles at CRTV including Director of Information (Magazine), Editor-in-Chief TV News, Deputy Sports Editor Radio Cameroon, and Head of the Parliamentary Coverage Team. He was also assigned to the Department of Sovereignty for coverage of parliamentary and presidential activities.

Mr. Chebongkeng has held top international leadership roles, including Executive Secretary of the Audio-visual and Communication Regulatory Platform of Central African Countries (PRAC/ACRP), and former President of both PRAC/ACRP and ACARAN.

He was twice decorated by the Minister of Sports and Physical Education and named "Outstanding Journalist" for his coverage of major international events. From 1997 to 2004, he served as a radio stringer for the BBC, Deutsche Welle, and Voice of America. A devoted Christian, he served as President of the Cameroon Baptist Convention (CBC) from 2008 to 2016.



**Olubunmi Adedoyin
BADEJO**

CEO,
Verbal Connect Solutions
Consulting Services.

Olubunmi Adedoyin Badejo is a seasoned communication and international relations expert with over 30 years of service in Nigeria's Federal Civil Service, where she rose to the position of Director of Information. She has served in strategic roles across the Presidency and key ministries, including Foreign Affairs and Power, and has represented Nigeria at high-level international summits, including as an official French interpreter at multiple presidential inaugurations.

She is the CEO of Verbal Connect Solutions Consulting Services and holds a BA in French and German from the University of Ibadan, a postgraduate degree in Management from Robert Gordon University, and professional certifications from Harvard, the Chinese Academy of Governance, and the London Academy. A Fellow of the Nigerian Institute of Public Relations and the Institute of Management Consultants, she is also a recipient of the National Productivity Merit Award and several international honours.

NOTES



anti
counterfeit
authority
Upholding Authenticity

ACCIDENTS AREN'T PLANNED, SAFETY IS.

Counterfeit car parts, oils, and accessories can put your life at risk. Stay vigilant by: Buying only from trusted dealers, Checking for safety certifications and proper branding, Avoiding deals that seem too good to be true.

IF YOU COME ACROSS SUSPECTED COUNTERFEIT GOODS, REPORT IT TO THE ANTI-COUNTERFEIT AUTHORITY IMMEDIATELY ON [INFO@ACA.GO.KE](mailto:info@aca.go.ke)

See the World with Kenya Airways

