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# MINISTERS FROM EAST AFRICAN COUNTRIES





**HON. WILLIAM KABOGO**
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**HON. PAUL CHRISTIAN MAKONDA**
Minister, Information, Culture, Arts and Sports





**RT. HON. JUSTINE KASULE LUMUMBA**
The Minister of ICT and National Guidance





**PAULA INGABIRE**
The Minister of ICT and Innovation





**AUGUSTIN KIBASSA MALIBA**
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**EVELYNE BUTOYI**
The Minister of Communication and Media





**HON. ATENY WEK ATENY**
The Minister of Information, Communication Technology and Postal Services





**MOHAMED ADAM MOALLIM ALI**
The Minister of Communications and Technology

# A COLLECTIVE VISION FOR EAST AFRICA: ONE REGION, ONE VOICE

## A Message from East Africa's Public Relations Presidents

### Why are we re-imagining communication?

Communication is one of the most powerful forces shaping societies, institutions, economies and human relationships. It influences how people understand the world, how governments engage with citizens, how organizations build relationships with their stakeholders, and how nations establish their identities and reputations on the global stage. In an increasingly interconnected world, communication is no longer simply about conveying information. It is about building trust, shaping perceptions, influencing decisions, fostering accountability and creating meaningful connections between institutions and the people they serve.

> *"It is within this changing landscape that the theme of the 5th East Africa PR Week, "Reimagining Communication in East Africa," assumes particular significance."*

Across East Africa, the communication landscape is undergoing transformation. Technological advancements, the rapid expansion of digital media, changing audience expectations, evolving political and economic realities, and the growing demand for transparency have fundamentally altered how messages are developed, distributed, interpreted and evaluated. Traditional approaches to public relations and communication management are being challenged by an environment in which information travels across borders in seconds, public opinion can shift rapidly, and the credibility of institutions is continually tested.

To reimagine communication is to look beyond established practices and consider new ways of thinking, working and creating value. It calls upon communication professionals in East Africa to examine the assumptions that have guided the profession, assess the effectiveness of existing approaches and embrace innovative strategies that respond to the realities of contemporary society. It requires us to rethink the relationship between communication and leadership, technology and ethics, information and trust, as well as local identities and global narratives.

Reimagining communication is not about abandoning the foundations of public relations. Rather, it is about strengthening those foundations while equipping the profession to respond to emerging opportunities and challenges. Integrity, credibility, mutual understanding, strategic thinking and relationship building remain essential. However, the environments in which these principles are applied continue to evolve, demanding new competencies, greater adaptability and a deeper appreciation of the responsibilities that accompany the power to communicate.

For East Africa, this transformation presents an important opportunity. We possess a rich diversity of cultures, languages, histories, experiences and perspectives. We are home to dynamic economies, a growing digital population, innovative entrepreneurs, influential institutions and communities whose stories deserve to be told with accuracy, dignity and purpose. Strategic communication can help connect these strengths,

encourage collaboration, support development priorities and strengthen East Africa's voice in regional and international affairs.

> *"The question before us, therefore, is not whether communication will change. It is whether the profession is prepared to lead that change."*

## The Changing Face of Public Relations in East Africa

Public relations has evolved considerably from its traditional association with publicity, media relations and the dissemination of organizational information. Today, it is increasingly recognized as a strategic management function that contributes to organizational decision-making, stakeholder engagement, reputation management, crisis preparedness, institutional accountability and long-term sustainability.

Modern communication professionals are expected to understand not only how to communicate, but also why communication matters, whom it serves and what outcomes it should achieve. They must interpret complex stakeholder environments, anticipate emerging risks, understand public sentiment and provide leadership with insights that inform organizational strategy.

In East Africa, this evolution is particularly important as governments, private enterprises, civil society organisations and development institutions operate within increasingly complex environments. Public expectations are changing, audiences are more connected, and stakeholders increasingly demand transparency, responsiveness and demonstrable results.

The profession must consequently move beyond measuring success solely through media visibility, publicity volume or the reach of individual campaigns. While these indicators remain relevant in particular contexts, effective communication must also be assessed through its contribution to trust, stakeholder understanding, behavioural change, institutional credibility and organizational performance.

This calls for a stronger emphasis on research, evidence-based planning, professional development and ethical practice. It also calls for communication professionals to have a seat at the decision making table, where they can contribute to strategy from the outset rather than being brought in only to explain decisions already made.

The 5th East Africa PR Week provides an important platform for examining this evolution and identifying the capabilities, standards and collaborative approaches required to advance public relations across the region.



## Redefining Communication in an Era of Artificial Intelligence

Artificial intelligence is redefining the ways in which information is generated, analyzed, distributed and consumed. From generative AI tools that support content creation to automated media monitoring, audience analytics and predictive insights, technological innovation is expanding the possibilities available to communication professionals.

These tools can improve efficiency, support research, facilitate personalization, identify emerging issues and help organizations better understand their audiences. They also present opportunities for communication teams and agencies in East Africa to expand their capabilities, improve service delivery and compete more effectively in an increasingly digital global marketplace.

However, technological advancement also introduces significant responsibilities. The proliferation of synthetic content, deepfakes, automated misinformation and algorithmically amplified narratives raises serious questions about authenticity, accountability and public trust. The speed and convenience of AI assisted communication must not come at the expense of accuracy, transparency, privacy or human judgement.

> *"The challenge is not simply to adopt new technologies, but to use them responsibly and strategically."*

Communication professionals must develop the capacity to distinguish between what technology can do and what it should do. They must understand the limitations of automated systems, protect confidential information, assess potential biases and ensure that human oversight remains central to consequential communication decisions.

There is also a need to consider the East African context. The adoption of AI and digital communication tools must take into account differences in digital infrastructure, language representation, access to technology, digital literacy and the availability of reliable local data. Technologies developed in other contexts may not always adequately reflect the cultural and linguistic diversity of East African communities.

Reimagining communication therefore requires a balanced approach: embracing innovation while protecting the human values that give communication its meaning. The future belongs not merely to professionals who can use emerging tools, but to those who can combine technological competence with critical thinking, creativity, cultural intelligence and ethical responsibility.



## Estrategic Communication, Good Governance and the Rebuilding of Public Trust

Trust is fundamental to the relationship between institutions and the people they serve. When communication is transparent, timely, accurate and responsive, it can strengthen confidence, encourage participation and support constructive engagement. When communication is misleading, inaccessible or disconnected from lived realities, it can deepen suspicion, weaken institutional credibility and undermine public confidence.

Across East Africa, public institutions operate in an environment where citizens increasingly expect clear explanations, accountability and opportunities to participate in decisions that affect their lives. Digital platforms have expanded the ability of citizens to question institutions, share experiences and demand answers. At the same time, misinformation, polarized discourse and the rapid circulation of unverified claims can complicate efforts to maintain constructive public dialogue.

In this environment, public relations must be understood as more than a mechanism for protecting institutional image. It must contribute to meaningful engagement between institutions and their stakeholders.

Government communication should help citizens understand public policies, development programmes, public services and decisions that affect their communities. Corporate communication should support transparency, responsible conduct and constructive relationships with employees, customers, investors and the wider public. Communication during crises should prioritize timely information, empathy, factual accuracy and the needs of affected communities.

For communication professionals, this responsibility carries important ethical implications. The obligation to an employer or client must be balanced with professional integrity and the broader public interest. Communicators must recognize that credibility cannot be sustained through messaging alone when it is unsupported by action.

Trust is earned when words and deeds are aligned. It grows when institutions listen as well as speak, acknowledge mistakes as well as achievements, and treat stakeholders as participants in dialogue rather than passive recipients of information.

The future of public relations in East Africa will depend significantly on the profession's ability to support accountable leadership, strengthen public engagement and demonstrate that effective communication is essential to good governance.



## Sustainability, Ethical Communication and the Power of Storytelling

Sustainability has become an increasingly important consideration for governments, businesses, development organizations and communities. Issues such as climate change, environmental protection, resource management, social inclusion and responsible economic growth are shaping public policy, investment decisions and stakeholder expectations.

For communication professionals, sustainability presents both an opportunity and an obligation. Organizations must explain their environmental, social and governance commitments in ways that are understandable, credible and supported by evidence. Stakeholders increasingly expect more than ambitious statements; they want to understand what organisations are doing, what progress they are making and what challenges remain.

This makes sustainability communication a matter of accountability rather than publicity alone.

The practice of presenting an organization as environmentally or socially responsible without sufficient evidence, commonly associated with greenwashing, can undermine credibility and erode public trust. Communication professionals must therefore ensure that sustainability claims are accurate, appropriately qualified and supported by verifiable information.

East Africa's sustainability priorities are closely connected to livelihoods, agriculture, tourism, urban development, energy, water security, biodiversity and the resilience of communities. Communicating these issues effectively requires an understanding of local realities and the experiences of the people most affected.

It also requires communicators to connect local initiatives with broader development commitments,



including the United Nations Sustainable Development Goals and the African Union's Agenda 2063, while avoiding exaggerated claims or narratives that overlook the complexity of implementation.

Responsible sustainability storytelling can help make complex issues accessible, highlight practical solutions, mobilize partnerships and demonstrate the value of responsible leadership. It can also create space for communities, researchers, entrepreneurs and local innovators whose experiences offer valuable lessons for the region and beyond.

> ***"Ultimately, credible sustainability communication must connect intention with evidence, ambition with action and organizational commitments with measurable outcomes."***

## African Voices, Media Power and the Future of Global Perception

The way Africa is represented in global conversations has significant implications for its political influence, investment prospects, tourism, cultural recognition and international relationships. For too long, many narratives about the continent have been shaped by external perspectives that often emphasize crisis, conflict and dependency while overlooking innovation, resilience, creativity and progress.

> *"Reimagining communication in East Africa requires a deliberate commitment to telling more complete, nuanced and authentic stories about the region."*



This does not mean ignoring the challenges facing our societies or replacing critical reporting with unbalanced celebration. Rather, it means ensuring that the diversity of East African experiences is represented accurately and that communities have meaningful opportunities to shape the stories told about them.

African communicators have an important role to play in strengthening narrative ownership. Through strategic media engagement, original research, compelling storytelling, regional collaboration and the development of African owned communication platforms, the profession can help broaden the perspectives through which the region is understood.

The growth of digital media has created new opportunities for African voices to reach audiences directly. Journalists, creators, cultural practitioners, entrepreneurs, institutions and diaspora communities can now contribute to conversations that were once dominated by a relatively narrow range of traditional media gatekeepers.

Yet this expanded access also creates new responsibilities. Information must be verified, cultural differences respected and public discourse approached with sensitivity to the potential consequences of inaccurate or harmful narratives.

East Africa's story is not a single story. It is a collection of interconnected experiences shaped by diverse communities, histories, languages, economies and aspirations. Effective communication must reflect this complexity while identifying the shared interests that can strengthen regional cooperation.

By building stronger relationships between public relations practitioners and the media, investing in local knowledge and supporting responsible storytelling, East African communicators can help shape a more balanced understanding of the region and its contribution to the world.

## Shaping Culture, Building Brands and Leading Change

In an environment characterized by information overload and intense competition for attention, creativity has become an essential component of effective communication. Organizations must find ways to communicate meaningfully with audiences whose preferences, expectations and media habits continue to change.

However, effective brand communication involves more than memorable slogans, attractive visuals or popular campaigns. It requires a clear understanding of identity, purpose, culture and the experiences that shape how audiences interpret messages.

East Africa's cultural diversity offers a rich foundation for creative storytelling. The region's languages, artistic traditions, music, fashion, humour, social values and contemporary cultural movements provide opportunities for brands and institutions to develop communication that resonates with their audiences.

Cultural intelligence is essential to this process. Communication that succeeds in one market may not necessarily translate effectively into another. Practitioners must understand local contexts, avoid stereotypes and recognize the distinctions that make each community unique.

Creativity must also be accompanied by accountability. Communication professionals should seek to understand whether their campaigns are achieving meaningful results, using appropriate evaluation methods to assess audience engagement, behavioural outcomes, reputation and organizational impact.

The future of creative leadership in East Africa will depend on the ability to combine imagination with strategic discipline, cultural understanding and measurable effectiveness.




> *"The rise of influencers and digital creators has further transformed the relationship between brands and audiences. These individuals can bring authenticity, reach and cultural relevance to communication campaigns, but successful partnerships require appropriate due diligence, clear expectations and alignment between the creator's values and the organization's objectives."*

## Estrategic Communication, Good Governance and the Rebuilding of Public Trust

### The Business of Communications: Building Resilient Agencies and Careers

The transformation of public relations also requires attention to the business realities of the profession. Communication agencies, consultancies and in-house teams are navigating changing client expectations, technological disruption, competitive markets and growing demands to demonstrate value.

For agencies and independent consultants, long term success depends on more than creative capability. It requires sound business models, effective financial planning, appropriate pricing, strong client relationships, continuous innovation and the ability to attract and retain talented professionals.

Communication practitioners must be equipped to articulate the strategic value of their work. This includes demonstrating how communication contributes to organizational objectives, manages risk, strengthens stakeholder relationships and supports sustainable growth.

Equally important is the need to foster healthy and sustainable working environments. The demands of crisis response, tight deadlines, constant digital connectivity and the pressure to remain visible can affect the wellbeing of communication professionals. Building resilience requires organizations to recognize the importance of supportive leadership, realistic workloads, professional development and mental wellbeing.

As technology changes the nature of communication work, continuous learning will become increasingly important. Professionals must be prepared to strengthen their capabilities in data analysis, digital strategy, research, business development, ethical decision making and leadership.

> *"A strong communications profession requires sustainable businesses, skilled practitioners and institutions that recognise the strategic contribution of communication."*

> *"The profession must also invest in its people. Young professionals entering the field need opportunities to develop practical skills, receive mentorship and access meaningful career pathways. Women and other professionals who encounter structural barriers to leadership must have opportunities to contribute, progress and influence the direction of the industry."*



## Strengthening Professional Standards and Advancing Regional Cooperation




East Africa's interconnected economic, political and social landscape creates opportunities for stronger cooperation among communication professionals and their national associations. As organizations operate across borders and regional institutions expand their engagement, there is a growing need for shared knowledge, professional recognition and consistent ethical standards.

Regional collaboration can strengthen the profession by creating opportunities for practitioners to exchange experiences, conduct research, develop professional competencies and learn from approaches that have proved effective in different national contexts.

It can also support constructive dialogue on professional regulation, accreditation, mobility and the harmonization of standards, while recognizing the distinct legal frameworks and institutional arrangements of individual countries.

A shared East African professional agenda should not erase national differences. Rather, it should establish common principles that encourage quality, integrity, accountability and mutual respect while allowing the profession to respond to local realities.

Professional associations have a particularly important role in this process. They can provide platforms for continuing professional development, promote ethical practice, support emerging talent, facilitate research and contribute to policy discussions on the role of communication in national and regional development.

The East Africa PR Week, hosted on a rotational basis by member associations of the East Africa Public Relations Association, is an important expression of this collaborative vision. By bringing practitioners and leaders together, it creates space for shared reflection and collective action.

The future strength of the profession will depend not only on the achievements of individual practitioners or national associations, but also on the ability of the region's communication community to work together, exchange knowledge and advance standards that command public and professional confidence.

## Turning Conversations into Action at the 5th East Africa PR Week

The 5th East Africa PR Week arrives at a defining moment for public relations and strategic communication. Previous editions have encouraged professional excellence, regional unity and a renewed emphasis on trust. This fifth edition challenges the profession to consider what comes next and how the lessons of previous years can be translated into practical progress.

Together, these areas reflect the interconnected nature of contemporary communication. Technology influences the credibility of information. Governance depends on meaningful engagement. Sustainability requires transparent storytelling. Brand reputation is shaped by culture and public perception. Professional excellence depends on strong businesses, skilled people and shared standards.

The programme therefore offers more than an opportunity to exchange ideas. It provides a platform to examine the profession's responsibilities, identify practical solutions and build relationships that can support lasting progress across East Africa.

As delegates gather in Malindi from 2nd to 6th November 2026, the value of this meeting will ultimately be measured not only by the quality of its discussions, but also by what participants do with the knowledge, insights and partnerships they gain.

Every conversation should create an opportunity for learning. Every partnership should open possibilities for collaboration. Every new idea should be considered in terms of its potential to improve professional practice and deliver value to the communities we serve.

> *"Through its seven thematic tracks, the conference will explore artificial intelligence and the future of communication; governance and citizen trust; sustainability and ESG storytelling; African narratives and media; brand, culture and creative leadership; the business of communications; and the regional agenda for policy, professional standards and integration."*



## Our narratives, our identity, our future...

Reimagining communication is, at its core, an exercise in responsibility and possibility. It asks us to consider the kind of profession we want to build, the institutions we want to support and the contribution we want to make to the future of East Africa.

We must be willing to innovate without abandoning ethics, embrace technology without losing our humanity, promote organizations without compromising the truth, and tell our stories with confidence while remaining open to critical reflection.

We must also recognize that the future of communication cannot be shaped by individual effort alone. It requires collaboration among practitioners, educators, policymakers, businesses, media organizations, professional associations and the communities whose lives are influenced by communication decisions.

East Africa has the talent, creativity, cultural richness and collective experience to develop a communications profession that responds effectively to local needs while contributing meaningfully to global conversations. Achieving this ambition requires continued investment in knowledge, professional standards, leadership, innovation and regional cooperation.

As we convene for the 5th East Africa PR Week under the theme ***"Reimagining Communication in East Africa,"*** let us approach the week with a shared determination to challenge established thinking, embrace new possibilities and translate our collective insights into meaningful action.

May this gathering strengthen our professional community, deepen our commitment to ethical and strategic communication, and inspire a new generation of communicators to lead with purpose, creativity and integrity.

Above all, may we leave Malindi with a clearer understanding of the role our profession must play in building trust, strengthening institutions, advancing authentic African narratives and contributing to a more connected, prosperous and resilient East Africa.

**The future of communication in East Africa is ours to shape. Let us reimagine it together.**

Annastazia Rugaba, **President, Public Relations Society of Tanzania.**

Irene Nakasiita, **President, Public Relations Association of Uganda.**

Philemon Nkurunziza, **President, Burundi Public Relations Association.**

Arik Karani, **President, Public Relations Society of Kenya.**

John Mading, **President, South Sudan Public Relations Society.**

# EAST AFRICA PUBLIC RELATIONS PRESIDENTS



**ARIK KARANI**
President Public Relations Society of Kenya



**IRENE NAKASIITA**
President Public Relations Association of Uganda



**ANNASTAZIA RUGABA**
President Public Relations Society of Tanzania



**JOHN MADING**
President South Sudan Public Relations Society

**PHILEMON NKURUNZIZA**
President Burundi Public Relations Association

# A SHARED VISION FOR EAST AFRICA: BUILDING OUR PROFESSION TOGETHER

## A Message from the Interim Chair of the East Africa Public Relations Association

East Africa's communication future will be shaped by how well we work together, learn from our diverse experiences and build a profession that reflects the aspirations of our people.

Across the region, communication has evolved alongside changes in technology, media, governance and public expectations. Public relations professionals are increasingly expected to do more than share information. We must build trust, strengthen relationships, guide institutional decisions and shape narratives that influence how our countries and communities are understood.

> *"Our future depends not only on how well we communicate within our borders, but also on how effectively we learn and collaborate across them."*

The establishment of the East Africa Public Relations Association (EAPRA) reflects a shared ambition to strengthen the profession beyond national borders. Through collaboration, knowledge exchange and the advancement of ethical practice, we can build stronger professional networks and amplify East Africa's voice in regional and international conversations.

We also recognize and appreciate the members of the EAPRA Interim Committee, including Ndege Makura, Ms Jennifer Kalule Musamba, Ms Mildred Mugambi, Oyuke Phostine, Bobi Odiko, Migisha Magnifique and Oscar Nzohabonayo, for their commitment and service in steering the affairs of the association during this formative period. Their dedication to laying the foundations of a regional professional association is an important contribution to the collective ambition of strengthening public relations across East Africa. Their work provides a platform on which practitioners and national associations can continue to build.



Our region brings together countries with different histories, experiences and stages of professional development. Some have established national public relations associations with long-standing professional traditions, while others continue to develop the structures that support practitioners.

This diversity is an opportunity to share expertise, learn from one another and create pathways for the profession to grow in every country. Our regional vision must make room for all communication professionals, regardless of where their country stands in the development of the profession.

> ***"A stronger regional profession is one in which every country has a place, every practitioner has an opportunity to contribute, and every emerging professional community has room to grow."***

As we convene in Malindi for East Africa PR Week 2026, alongside the 21st PRSK Annual Summit, we have an opportunity to advance this shared vision. Under the theme *"Reimagining Communication in East Africa,"* we are challenged to examine established practices, respond to emerging technologies and explore how strategic communication can support regional integration, institutional trust and sustainable development.

The changing communication landscape calls for professionals who are ethically grounded, strategically minded and prepared to address challenges that extend beyond national boundaries. It also calls for stronger cooperation among professional associations, continuous learning and a shared commitment to raising standards across the region.

Looking ahead, EAPRA has an important role to play in strengthening regional cooperation, championing professional standards and supporting the development



**STEPHEN MWANGA,**
INTERIM CHAIRPERSON

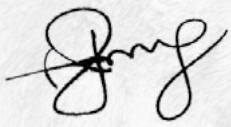
of public relations across East Africa. This includes encouraging knowledge exchange, nurturing emerging talent and creating opportunities for professional communities to establish and strengthen their presence in the region.

**The future of public relations in East Africa cannot be built by one country or one association alone.** It will depend on our collective commitment to building a connected, ethical and forward-looking profession that reflects the diversity and potential of our region.

As we gather in Malindi, may our conversations strengthen partnerships, broaden perspectives and inspire practical action towards this shared ambition.

Let us reimagine communication not only for the East Africa we know today, but for the region we aspire to build together.

Welcome to EAPRW 2026!



Stephen Mwanga,
**Interim Chairperson, East African Public Relations Association.**

# HONOURING OUR LEGACY, INSPIRING THE FUTURE OF COMMUNICATION

## A message from the Chair of the Fellows of the Public Relations Society of Kenya

Public relations is a profession built on trust, relationships and the ability to connect people, institutions and ideas. Over the years, it has continued to evolve in response to changes in society, technology and the way people receive and share information. Yet, despite these changes, one thing remains constant: the need for honest, responsible and effective communication.

As we prepare to gather in Malindi, Kenya, from 2nd to 6th November 2026 for the 5th East Africa PR Week and the 21st Annual PRSK Summit, under the theme ***"Reimagining Communication in East Africa"*,** we have an important opportunity to reflect on the journey of our profession and consider the responsibility we carry in shaping its future.

For those of us who have spent many years in public relations, this gathering is more than a professional meeting. It is an opportunity to reflect on the lessons we have learnt, recognize the progress made and share our experiences with those who are preparing to lead the profession in the years ahead. It is also a reminder that the strength of our profession depends not only on the work we do today, but also on the values, knowledge and opportunities we pass on to others.

As Chair of the Fellows of the Public Relations Society of Kenya, I believe that experience carries a responsibility. The Fellows represent a wealth of professional knowledge, practical experience and lessons gained through years of working in different communication environments. This experience is most valuable when it is shared. We have a duty to support emerging practitioners, encourage ethical conduct, promote professional excellence and help the next generation understand the importance of public relations in building trust and strengthening institutions.

However, the responsibility to advance our profession does not rest with experienced practitioners alone. Every communication professional, regardless of age, position or years of service, has a role to play in strengthening the standards and reputation of public relations. We must remain willing to learn, question our assumptions and adapt to new realities while holding firmly to the principles that guide our work.

Today, the communication environment is changing faster than ever before. Artificial intelligence, social media and digital platforms have created new ways to reach audiences and influence public conversations. At the same time, they have raised important questions about truth, responsibility, privacy and trust. Communication professionals must be prepared to understand these changes and use new tools wisely. We must never allow the desire to be heard to become more important than the responsibility to communicate honestly.

This is why the theme of EAPRW 2026 is particularly relevant. Reimagining communication requires us to look beyond the methods we have always used and consider how we can serve our audiences and institutions better. It calls for fresh thinking, stronger professional judgement and a willingness to learn from experiences beyond our own organisations and countries.

The seven programme tracks offer an opportunity to examine these questions from different perspectives. From artificial intelligence and technology to governance and public trust, sustainability communication, African narratives, creative leadership, the business of communication and regional professional standards, the programme reflects the wide-ranging responsibilities of today's communication professional.

These discussions are important because public relations is no longer simply about preparing messages or managing an organisation's public image. It is about helping leaders make informed decisions, understanding the concerns of different audiences, building lasting relationships and ensuring that institutions communicate in ways that are clear, honest and responsible. Our profession must continue to demonstrate its value through the quality of our advice, the integrity of our work and the results we achieve.

I am particularly encouraged by the opportunity this gathering provides for communication professionals from across East Africa to meet, exchange ideas and learn from one another. Our region has a rich diversity of cultures, experiences and professional knowledge. Practitioners in Kenya, Uganda, Tanzania, Rwanda, Burundi, South Sudan, the Democratic Republic of the Congo, Ethiopia and other countries have valuable lessons to share. By creating stronger professional relationships across borders, we can learn from our differences, identify common challenges and develop solutions that respond to the needs of our region.

Regional cooperation is especially important as we seek to strengthen professional standards, support research, encourage mentorship and create more opportunities for practitioners to grow. Our professional associations have an important role in bringing people together and ensuring that the development of public relations is a shared regional effort. We should continue to encourage collaboration that allows knowledge and experience to move across borders and benefits communication professionals throughout East Africa.

For the Fellows of PRSK, this is also a moment to reflect on the meaning of professional leadership. Being recognized for one's contribution to the profession is an honour, but it also comes with an obligation to serve. We must remain available to guide others, contribute to professional discussions and help build an environment in which integrity, competence and continuous learning are valued. Our legacy will not be defined only by the positions we have held or the achievements we have recorded, but also by the people we have mentored, the standards we have upheld and the institutions we have helped strengthen.

As we look to the future, we must ensure that young professionals have the knowledge, confidence and support they need to succeed. We must encourage them to bring new ideas, embrace innovation and challenge established practices constructively. At the same time, we must help them appreciate that lasting professional success is built on credibility, discipline, sound judgement and respect for the people they serve.

I encourage all participants attending EAPRW 2026 to make full use of the opportunities offered by this gathering. Engage with the discussions, share your experiences and remain open to new ideas. Take time to connect with colleagues from other countries and sectors, learn from those who have walked the path before you and offer guidance to those who are beginning their own professional journeys. The conversations and relationships formed during this week can become a valuable source of learning and cooperation long after the event has ended.

As Fellows, we look forward to contributing to a profession that is confident in its values, responsive to change and committed to serving society. We must work together to ensure that public relations continues to earn the respect of decision-makers, institutions and the public through responsible practice and meaningful contributions to development.

Ultimately, the future of public relations in East Africa will depend on our ability to combine experience with fresh thinking, professional standards with innovation, and individual achievement with collective progress. We have much to learn from our past, much to contribute in the present and much to build for the future.

I warmly welcome all delegates, speakers, partners and participants to the 5th East Africa PR Week and the 21st Annual PRSK Summit in Malindi, Kenya. May this gathering strengthen our professional bonds, inspire new ideas and renew our commitment to building a trusted, respected and forward-looking communication profession across East Africa.

Let us honour the legacy of those who came before us, contribute meaningfully in our time and create a stronger foundation for those who will follow.

*Peter Mutie*

Mr Peter Mutie,
**Chair, Fellows of the Public Relations Society of Kenya (PRSK).**

## College of Fellows



**PETER MUTIE**, CHAIRPERSON COLLEGE OF FELLOWS



**JANE GITAU,** FELLOW



**KENNEDY ONYONYI,** FELLOW



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**JOHN MRAMBA,** FELLOW



**DR. WILFRED MARUBE,** FELLOW

**DR. JOHN MACHARIA,** FELLOW

# REIMAGINING COMMUNICATION IN EAST AFRICA: SHAPING OUR SHARED FUTURE

## A message from the President of the Public Relations Society of Kenya (Host)

Communication plays an important role in how societies develop, how institutions build trust, how businesses grow and how countries present themselves to the world. Across East Africa, the public relations and communication profession is going through a period of great change. New technologies, changing public expectations and the growing need for trust and accountability are creating both challenges and opportunities for our profession.

It is against this background that we gather in Malindi, Kenya, from 2nd to 6th November 2026 for the 5th East Africa PR Week (EAPRW) and the 21st Annual PRSK Summit, under the theme ***"Reimagining Communication in East Africa."*** This important gathering gives us an opportunity to reflect on our progress, share our experiences and discuss how we can work together to shape the future of communication in our region.

Our profession has changed greatly over the years. In the past, communication depended mainly on newspapers, radio, television, letters and face-to-face meetings. Today, the internet, social media, mobile technology and artificial intelligence have changed how information is created, shared and received. People are no longer just receiving messages from organizations and leaders. They are also creating content, sharing their views, asking questions and holding institutions accountable.

These changes have created new opportunities for communication professionals. However, they have also brought new responsibilities. We must learn to use new technologies effectively while ensuring that our work remains honest, responsible and respectful of the people we serve.

> *"Technology may change how we communicate, but trust, integrity and human connection must remain at the heart of our profession."*

The future of public relations in East Africa depends on our ability to work together. Although our countries have different histories, cultures, languages and experiences, we share many common goals. We want stronger institutions, responsible leadership, growing businesses, informed citizens and sustainable development. Communication has an important role to play in achieving these goals.

Our regional story must include the contributions of communication professionals from across East Africa. Kenya, Uganda, Tanzania, Rwanda, Burundi, South Sudan, the Democratic Republic of the Congo, Somalia and other countries in the wider region all have valuable experiences and knowledge to share. Each country has lessons that can help others improve their communication practices and strengthen the profession.

We must therefore create more opportunities for our professionals to learn from one another, share knowledge and build lasting relationships across borders. We must also support the growth of professional associations, strengthen professional standards and create opportunities for young and experienced practitioners to contribute to the development of our profession. By working together, we can build a stronger regional communication community that recognises the value of every country and every practitioner.



This year's gathering is also an opportunity to recognise important milestones in our professional journey. In 2026, the Public Relations Society of Kenya (PRSK) marks 55 years since its establishment, while the Public Relations Association of Uganda (PRAU) celebrates its 50th anniversary. We congratulate our colleagues in Uganda on this important achievement and recognise all the professional associations and practitioners across East Africa who have contributed to the growth of public relations over the years.

These milestones remind us of the work that has already been done to establish and strengthen our profession. They also challenge us to think about what we want to achieve in the years ahead. Our responsibility is not only to protect the progress made by those who came before us, but also to create better opportunities for the next generation of communication professionals across the region.

The East Africa PR Week has provided an important platform for regional cooperation and professional growth. Previous editions have encouraged us to reflect on unity, professional excellence, the role of public relations in governance and the importance of trust. As we meet in Malindi in 2026, we have an opportunity to take these discussions further.

The programme for EAPRW 2026 has been designed to help us explore this question from different perspectives. With seven tracks covering key areas of our profession, participants will have an opportunity to exchange ideas, learn from practical experiences and explore solutions to the challenges facing communication professionals today.

> *"The question before us is simple but important: How can we shape the future of communication in East Africa rather than simply react to the changes taking place around us?"*

The discussions on artificial intelligence, technology and the future of communication will help us understand how new tools can improve our work. They will also encourage us to consider the risks of false information, deepfakes and the irresponsible use of technology. As these tools become more common, we must ensure that innovation goes hand in hand with professional ethics and sound judgement.

Our discussions on communication, governance and public trust will examine how institutions can communicate more openly and responsibly with the people they serve. From public information and crisis management to elections and accountability, communication professionals have an important role




in helping institutions build stronger relationships with citizens.
We will also explore sustainability communication and responsible storytelling. As businesses, governments and other institutions place greater attention on environmental and social issues, they must communicate their commitments and results honestly. Our profession has a responsibility to ensure that sustainability messages are supported by facts and that communication helps people understand the progress being made and the work that remains to be done.

Another important part of the programme will focus on African stories, the media and how the world views our continent. For too long, many African stories have been told without enough attention to the diversity, achievements and experiences of our people. We have an opportunity to strengthen African voices, build better relationships between the media and public relations professionals, and tell stories that reflect the realities and ambitions of our societies. We must be confident in presenting our own experiences while remaining open to learning from others.

The programme will also celebrate creativity, culture and strong brands. Through discussions and examples of successful campaigns, participants will explore how communication can connect with different audiences, reflect local cultures and deliver meaningful results. These conversations will demonstrate the importance of combining creative ideas with a clear understanding of the people we seek to reach.

At the same time, we must recognize that a strong profession depends on strong businesses and people. The sessions on agencies, consultancies and careers will address issues such as business growth, client relationships, professional development and the retention of talent. They will also provide an opportunity to discuss the career opportunities available to women and young professionals, as well as the importance of creating healthy and supportive working environments. Finally, the discussions on the East African public relations agenda will bring our regional ambitions into focus. We must consider how our professional associations can work more closely together, how professional standards can be strengthened and how practitioners can share knowledge and opportunities across borders. By building stronger professional networks and a common understanding of excellence, we can improve the standing of public relations throughout East Africa.
Together, these seven tracks offer a rich and varied programme that connects the major issues affecting

our profession today with the opportunities that lie ahead. Participants will have the chance to learn from experienced professionals, exchange views with colleagues from different countries and sectors, explore new ideas and identify practical ways to improve their work. Just as importantly, the gathering will allow us to build relationships and partnerships that can continue long after the conference has ended.

As President of the Public Relations Society of Kenya, I am proud that Kenya is hosting East Africa PR Week once again, having last hosted the event in 2022. We are delighted to welcome our colleagues from across the region and beyond to Malindi. We look forward to an engaging and productive gathering that celebrates our shared achievements, encourages fresh thinking and strengthens our commitment to the future of the profession.

However, the success of EAPRW 2026 will not be measured only by the quality of the sessions or the number of people who attend. It will also be measured by the ideas we put into practice, the relationships we build and the progress we make together after the event. Each of us has a role to play in turning the discussions of this week into meaningful action.
As we look to the future, we must work towards a profession that is recognised as an important part of leadership and decision-making. Communication professionals should have a seat at the table when important decisions are made, whether in businesses, government institutions or other organizations. Our contribution goes beyond sharing information or managing public image. We help institutions understand people, build relationships, respond to challenges and earn public trust.

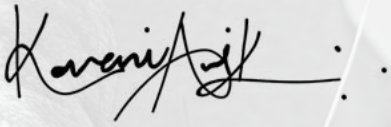
> *"Reimagining communication in East Africa is not the responsibility of one country or one association. It is a shared task that calls for our collective ideas, commitment and action. Together, we can build a profession that earns trust, tells our stories with confidence, supports development and makes a lasting contribution to our societies."*

We must also continue to invest in research, professional training and the development of young practitioners. By supporting the next generation and encouraging the sharing of knowledge across countries, we can build a profession that is prepared for change and able to respond to the needs of our region. I encourage every participant to make the most of this opportunity. Come ready to share your experiences, listen to different views, ask questions and learn from others. Let us use our time in Malindi to strengthen our professional relationships, explore new possibilities and agree on practical steps that will move our profession forward.

Most importantly, let us remember that while we may represent different countries, organizations and professional backgrounds, we share a common responsibility. The progress of public relations in one part of East Africa can create opportunities for the entire region. When we support one another, share our knowledge and work towards common goals, we build a stronger profession for everyone.

I warmly welcome you all to the 5th East Africa PR Week and the 21st Annual PRSK Summit in Malindi, Kenya. May our time together inspire new ideas, strengthen our regional partnerships and help us take meaningful steps towards the future we want for communication in East Africa.

Welcome to EAPRW 2026.



Arik Karani,
**President, Public Relations Society of Kenya.**

## Public Relations Society Of Kenya Council



**ARIK KARANI, MPRSK**
PRESIDENT



**PATRICIA NDEDE**
VICE PRESIDENT



**NOELLA MUTANDA**
SECRETARY



**JOSEPH NDEGWA**
ASSISTANT SECRETARY



**SAMUEL KARANJA**
TREASURER



**SAMUEL MUTAHI**
ASSISTANT TREASURER



**JESSE MASAI**
COUNCIL MEMBER



**LYDIA ROSASI**
COUNCIL MEMBER

# 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.



REPUBLIC OF KENYA

NuPEA
NUCLEAR POWER & ENERGY AGENCY



Nuclear Power and Energy Agency (NuPEA) is a State Corporation established in law through the Energy Act No.1 of 2019. The Agency's mandate as stipulated in Section 56(1) Act are to: a) be the nuclear energy programme implementing organization and promote the development of nuclear electricity generation in Kenya; and (b) carry out research, development and dissemination activities in the energy and nuclear power sector.

**SAFETY FIRST**
Nuclear upholds the highest safety and security standards in all it's operations

**CLEAN ENERGY**
Nuclear produces electricity with Zero greenhouse gas emissions

**RELIABLE POWER**
A dependable and continous source of energy for homes' industry and growth

**PEOPLE & PROGRESS**
Investment in People, technology and partneships for a brighter future

**INNOVATION**
Advancing research and technology for a smarter, safer tomorrow

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# SUNDAY

## 1ST NOVEMBER, 2026

### REGISTRATION

| Time | Activity |
|---|---|
| 2:00 - 4:00 pm | Conference Registration and Badge Collection |

# MONDAY

## 2ND NOVEMBER, 2026

### COMMUNICATIONS, GOVERNANCE AND CITIZEN TRUST

| Time | Activity |
|---|---|
| 8.00 – 9.00 am | **Coffee Networking Lounge**<br><br>One on one conversations with industry peers and the day's session speakers. |
| 9.00 – 9.30 am | **Importance of breaking barriers for local resource mobilization**<br><br>As organizations seek long-term sustainability, how can they mobilize local resources and build partnerships beyond traditional donor funding? This masterclass will explore domestic philanthropy, local partnerships and self-generated income, while examining how corporate social responsibility can support impactful, sustainable community programmes. Discover practical approaches to strengthening resource mobilization, building local partnerships and creating lasting value for both organizations and the communities they serve.<br><br>**Esther Wangui Gikonyo,** Senior Consultant, Sunivera Limited |
| 9.30 - 10.00 am | **From Paper to Platform**<br><br>How can AI make government media monitoring faster, more consistent and accountable? This session will explore an AI-augmented approach to media monitoring, combining automated search, classification and reporting while retaining professional judgement. Discover how communication teams can use technology to improve monitoring efficiency and strengthen decision-mafking.<br><br>**Emmanuel Sande Murunga,** Communication Specialist, National Police Service Commission. |
| 10:00 - 10:30 am | **The Business of Communication - Agency, Consultancy and Career:**<br><br>What does it take to turn communication expertise into a thriving business or a rewarding career? This session will explore the opportunities and challenges of agency practice, consultancy and professional growth. Discover how to build a strong market position, deliver value to clients and navigate the evolving business of communication.<br><br>**Grace Munjuri,** Team Lead, Brand Magnets. |
| **10.30 - 11.00 am** | **Break** |
| **11.00 am - 11:30** | **The Trust Deficit: Building Citizen Trust and National Cohesion**<br><br>Public trust is shaped by how the government communicates, listens and responds to citizens. This session will explore how transparent communication, public engagement and accountability can strengthen relationships between the government and the public, bridge trust gaps and foster national cohesion. Discover how strategic government communication can build confidence in public institutions and create a stronger sense of shared purpose.<br><br>**Charles Owino,** Government Spokesperson, Republic of Kenya. |

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| **11.30 am - 1.00 pm** | **Rethinking Government Communication: Building Public Trust and Accountability in East Africa**<br><br>Join this session to explore how strategic communication can build public confidence through transparency, consistency, active listening and effective responses to misinformation.<br><br>In his presentation, Prof. Murej Mak'Ochieng will examine how governments can make communication a key part of good governance by connecting policies with people, promoting accountability and building public trust. The presentation will be followed by a panel discussion exploring how coordinated government communication and trusted relationships can encourage meaningful citizen engagement, strengthen the relationship between governments and the people they serve, and promote the common good across East Africa.<br><br>**Presentation:** Strategic Communication for the Common Good: Rethinking Government Communication, Accountability, Transparency and Citizen Engagement in East Africa. By **Prof. Murej Mak'Ochieng,** Associate Professor, Multi Media University, Kenya.<br><br>**Panel**<br><br>▶ **Stephen Mwanga,** Principal Editor for the Parliament of Uganda, and Chair of the East Africa Public Relations Association (EAPRA).<br>▶ **Joseph Ndegwa,** Senior Editor, e-Publications, Kenya Literature Bureau and Assistant Secretary, Public Relations Society of Kenya.<br>▶ **Muhammad Lubogo** - Manager, Public and Corporate Comm, Uganda Electricity Transmission Company Ltd.<br>▶ **Amanda Mokami Tagame -** Head of Function Communication Department, TANESCO Tanzania.<br><br>**Moderator: Esther Wangui Gikonyo,** Managing Director, Sunivera. |
| **1:00 - 2.00 pm** | **Lunch** |
| **2.00 - 2:30 pm** | **Artificial Intelligence Has Changed Communications. Measurement Will Determine Who Survives.**<br><br>Join this session to explore how AI is transforming media intelligence, campaign evaluation, and reputation management through global measurement frameworks.<br><br>In her presentation, Esther Kagiri will examine how communication leaders can move beyond vanity metrics to prove real organizational value and make measurement a strategic capability. A panel discussion will follow on combining AI, sound measurement, and human judgment to navigate misinformation and drive public trust across Africa.<br><br>▶ **Esther Kagiri, CEO, Globetrack** |

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| **2.30 - 4:00 pm** | **Beyond Reactive PR: The Overlooked Human Infrastructure of Communication and Trust Building**<br><br>With heightened public expectations and rapid information exchange, proactive, coordinated and citizen centred communication is increasingly important.<br><br>This session will examine how human infrastructure underpins effective government communication and how national communication frameworks can transition public communication from localized, defensive damage control to planned, sustained and proactive engagement that builds public trust.<br><br>**Presentation:** Beyond Reactive PR: The Overlooked Human Infrastructure of Communication and Trust Building. **By Dr. Omoniyi Ibietan PhD, FNIPR,** Secretary General, Africa Public Relations Association (APRA).<br><br>**Panel**<br><br>▶ **Winnie Gor,** Founder and CEO, Winnie Gor Communications Africa<br>▶ **Gladys Some, HSC,** Manager, Administration, Occupational Health & Safety Department, Kenya Reinsurance Corporation Limited (Kenya Re).<br>▶ **Esther Nekesa -** Senior Communication Officer, University of Nairobi.<br>▶ **Kennedy Mmari,** CEO, Serengeti Bytes<br>▶ **Edgar Kansiime,** Public Relations Manager, Uganda Electricity Generation Company Ltd<br><br>**Moderator: Emmanuel Sande Murunga,** Communication Specialist; National Police Service Commission. |
| **4:00 pm – 4:30 pm** | **Reimagining Kenya's Blue Economy Narratives**<br><br>Kenya's blue economy holds immense potential for people, prosperity and ocean health, yet the narratives shaping it matter. This presentation explores Kenya's historical Swahili coast roots and maritime connections, highlighting the importance of African agency in shaping the blue economy agenda. It examines how communication can shift from reactive messaging to proactive storytelling that strengthens regional narratives and positions Africa as an active voice in its maritime future.<br><br>**Anita King'ori,** Senior Content Specialist- ONE Academy, The ONE Campaign-Africa |
| 4:30 - 5:00 pm | **Coffee Networking Lounge** |

# TUESDAY

## 3RD NOVEMBER, 2026

## THE EAST AFRICA PR AGENDA: POLICY, STANDARDS AND REGIONAL INTEGRATION

| Time | Activity |
|---|---|
| **8.00 – 9.00 am** | **Coffee Networking Lounge**<br><br>One on one conversations with industry peers and the day's session speakers. |
| **9.00 - 9:45 am** | **Beyond the Job Title: What it takes to move from practitioner to leader in East Africa.**<br><br>What does it take to grow from a communication practitioner into a confident and effective leader? Join this session to explore the skills, mindset and experiences needed to advance into leadership roles in East Africa. Discover how to build strategic thinking, strengthen leadership capabilities, navigate career transitions and create opportunities for professional growth in an evolving industry.<br><br>▶ **Michelle Anekeya,** Managing Director, Kitalu Africa. |
| **9.45 - 10:30 am** | **Why I am Divorcing PR and Marrying Communication: The Dialectics of Practice**<br><br>Is PR still enough to meet the demands of today's changing world, or is it time to rethink our relationship with communication? Through this thought provoking session, explore the evolving relationship between public relations and the wider communication profession. Unpack the tensions, changing expectations and opportunities shaping professional practice, and discover what this shift means for practitioners, organizations and the future of the industry in East Africa.<br><br>▶ **Prof. John Oluoch,** Director, Placement, Coordination, and Career Development, Kenya Universities and Colleges Central Placement Services (KUCCPS). |
| **10.30 - 11.00 am** | **Break** |
| 11.00 am - 1.00 pm | **Welcome and Opening Ceremony**<br><br>▶ **Stephen Mwanga,**Chairperson, East African Public Relations Association.<br>▶ **Arik Karani,** President, Public Relations Society of Kenya and African Public Relations Association<br>▶ **Peter Mutie,** Chairperson, PRSK College of Fellows<br>▶ **Omoniyi Ibietan PhD, FNIPR,** Secretary General, Africa Public Relations Association (APRA).<br>▶ **Hon. Gideon Maitha Mung'aro,** Kilifi County Government<br>▶ **Hon. Justine Kasule Lumumba,** Minister of ICT and National Guidance, Uganda<br>▶ **Hon. Mohamed Adam Moalim Ali,** Cabinet Secretary, Ministry of Communications and Technology, Federal Republic of Somalia<br>▶ **Hon. Évelyne Butoyi,** Minister of Communication, Information Technology and Media, Burundi<br>▶ **Hon. Paul Christian Makonda,** Minister, Information, Culture, Arts and Sports, Tanzania<br>▶ **Hon. William Kabogo,** Cabinet Secretary, Ministry of Information, Communications and Digital Economy,<br><br>**Masters of Ceremony: Simon Mugisha,** Public Affairs Officer, Parliament of Uganda.<br>**Matrida Kasanga,** Public Relations, News, and Public Education Manager, Agency for the Development of Educational Management. |

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| **1:00 - 2.00 pm** | **Lunch** |
| **2.00 - 4:00 pm** | **The Business of Reputation: Brand Value, Strategic Positioning and Growth.**<br><br>What does it take to become a communication partner that every CEO values? Join this CEO's Roundtable for an engaging conversation on what business leaders expect from communication and PR professionals, and how we can better meet those expectations.<br><br>Explore how strategic positioning, organizational reputation and brand value influence business growth, while gaining valuable insights into how communication practitioners can align their work with business priorities, strengthen stakeholder confidence, demonstrate their value and contribute meaningfully to organizational success and the bottom line.<br><br>▶ **Lilian Kimeto,** Chief Executive Officer, Kenya Yearbook Editorial Board.<br>▶ **QS. David Mathu, MBS** Chief Executive Officer, National Housing Corporation, Kenya.<br>▶ **Prof. Nicholas Kibiwot Letting'**, Chief Executive Officer and Secretary of the Kenya Accountants and Secretaries National Examination Board (Kasneb).<br>▶ **Ms. Nelly Muluka,** Ag. Chief Executive Officer, Kenya Film Classification Board.<br>▶ **Mr. David Omwoyo,** Chief Executive Officer, Media Council of Kenya.<br>▶ **June Chepkemei,** Chief Executive Officer, Kenya Tourism Board.<br><br>**Moderator: Noella Mutanda,** Secretary General, Public Relations Society of Kenya. |
| **4.00 – 5:00 pm** | **Coffee Networking Lounge** |

# WEDNESDAY

## 4TH NOVEMBER 2026

### SUSTAINABILITY, AFRICAN NARRATIVES & CREATIVE LEADERSHIP

| Time | Activity |
|---|---|
| 8.00 – 9.00 am | **Coffee Networking Lounge**<br><br>One on one conversations with industry peers and the day's session speakers. |
| 9.00 - 9:30 am | **Delivering Value as a PR Professional in the Digital and AI Era**<br><br>As digital tools and artificial intelligence reshape public relations, how can professionals deliver greater value while keeping strategy, trust and reputation at the centre of their work? This session will explore how AI, audience intelligence, digital tools and automated analytics can strengthen campaign execution, storytelling and impact measurement. Discover how communicators can move beyond tactical delivery to position PR as a strategic function that drives organisational value.<br><br>**Josiah Mwangi, Deputy Managing Director, APN Group** |
| 9.30 - 10:00 am | **The Terminal Deficit - Trust, Legitimacy and the Limits of Technocratic Communication**<br><br>Why do organisations and institutions struggle to earn public trust, even when they have the facts, expertise and right messages? This session will explore the limits of technocratic communication and the growing gap between providing information and building genuine trust and legitimacy. It will examine why effective communication requires more than facts and technical expertise, highlighting the importance of empathy, dialogue, accountability and understanding people's lived experiences in building lasting public confidence.<br><br>▶ **Simon Mwanzia,** Chief Executive Officer, The Arts Group. |
| 10:00 - 10:30 am | **Strategic Communication for Public Trust**<br><br>This session will explore how strategic communication can build and sustain public trust through transparency, consistency, accountability and active listening. Winnie Gor will help us to examine how communication professionals can strengthen relationships with stakeholders, respond to misinformation and promote meaningful engagement in an increasingly complex communication environment.<br><br>▶ **Winnie Gor,** Founder and CEO, Winnie Gor Communications Africa (WGCA). |
| 10.30 - 11.00 am | **Break** |

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| **11.00 am - 1.00 pm** | **Beyond the Boardroom: Prioritizing Health and Wellbeing While Leading**<br><br>Who takes care of the people who spend their time taking care of organizations, brands and reputations? In the demanding world of communication and PR, personal health can easily take a back seat to professional responsibilities.<br><br>This session brings together medical experts Dr Sandra Ngethe and Dr Issa Kuria to explore key health challenges affecting women and men in East Africa. Drawing on their respective areas of medical expertise, they will discuss the importance of early detection, preventive care, regular health checks and informed lifestyle choices. Participants will gain practical insights into recognising health risks, overcoming barriers to seeking medical care and making their wellbeing a priority while pursuing professional excellence.<br><br>**Presentation:** The Human Behind the Brand: Health, Wellbeing and Professional Success.<br><br>**Panel:**<br><br>▶ **Dr. Sandra Ngethe,** Women's health and preventive care.<br>▶ **Dr Issa Menge Kuria,** Men's health, Pain Management and the role of diagnostic imaging in identifying disease.<br>▶ **Dr. Sayed K. Ali,** Electronic Health Record (EHR) Lead Physician, Aga Khan University<br><br>**Moderator, Noella Mutanda,** Secretary General, Public Relations Society of Kenya.<br><br>*Dr Sandra Ngethe and Dr Issa Kuria will provide onsite, private, and free consultation. Reserve your slot by emailing prsk@prsk.co.ke . Limited slots available - on a first come first served basis. |
| **1:00 - 2.00 pm** | **Lunch** |

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| **2.00 - 4:00 pm** | **Communication, Health and Public Trust in the Digital Age.**<br><br>How is communication shaping public trust, health awareness and wellbeing in an increasingly digital world? This session will explore the changing role of digital media in African public discourse, drawing on examples from Kenya's healthcare sector to examine how information influences public perceptions and engagement. It will also examine how evidence-based mental health communication can combat stigma, strengthen citizen trust and promote public wellbeing. Together, the presentations will highlight the role of communication professionals in navigating digital conversations, building trust and supporting better health outcomes.<br><br>**Presentation 1:** Digital Media and the Shifting Power Dynamics in African Public Discourse: Case Illustrations from Kenya's Healthcare Industry. **Patrick Ndung'u ,** Head, Corporate Communications, Kenyatta University Teaching Referral & Research Hospital.<br><br>**Presentation 2:** Strategic Mental Health Communication in Kenya: Building Citizen Trust, Combating Stigma, and Strengthening Public Well-being Through Evidence-Based Communication. **By Mureithi Melvin,** Psychologist, Kenya Counseling and Psychological Association.<br><br>**Panel:**<br><br>▶ **Salma Shaban**: Executive Director; Mawasiliano Centre/TESPOK<br>▶ **Leticia Auma Ochieng**: Founder & Social Media Manager: Aumara Media<br>▶ **Saada Hassan Chebet,** Senior Communications Officer, International Centre for Reproductive Health.<br>▶ **John Kiio Vonza,** Gender Champion, Women & Girls' Empowerment.<br><br>**Moderator: Jackie Kwesiga,** Director, Corporate Affairs, Uganda Baat Ltd. |
| **4.00 – 5:00 pm** | **Coffee Networking Lounge** |

# THURSDAY

## 5TH NOVEMBER 2026

### COMMUNICATIONS, GOVERNANCE AND CITIZEN TRUST

| Time | Activity |
|---|---|
| 8.00 – 9.00 am | **Coffee Networking Lounge**<br><br>One on one conversations with industry peers and the day's session speakers. |
| 9.00 - 10.30 am | **The Next Frontier of PR: Intelligent Agents and Strategic Communication**<br><br>What happens when artificial intelligence moves beyond answering questions to planning, making decisions and carrying out communication tasks? This session will explore the emerging role of agentic AI in public relations and how it could transform research, media monitoring, stakeholder engagement, reputation management and strategic decision-making.<br><br>Discover the opportunities, risks and ethical considerations of working with AI agents, and what communication professionals need to do to remain relevant, responsible and effective in an evolving industry.<br><br>**Presentation:** Beyond Chatbots: Agentic PR. **By Moses Kemibaro,** Chief Executive Officer, Dotsavvy.<br><br>**Presentation:** The AI Authenticity Gap **Peter Kimeu,** Regional Communications Manager, World Concern.<br><br>**Panel:**<br><br>▶ **Moses Kemibaro,** Chief Executive Officer, Dotsavvy.<br>▶ **Francis Wachira,** Head of Communications, The Africa Enterprise Challenge Fund (AECF).<br>▶ **Merciline Ogechi,** Producer, FOM Media.<br>▶ **Peter Kimeu,** Regional Communications Manager, World Concern.<br><br>**Moderator: Omoniyi Ibietan PhD, FNIPR,** Secretary General, Africa Public Relations Association (APRA). |
| 10.30 - 11.00 am | **Break** |

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| **11.00 am - 12.00 pm** | **Rewriting Sustainability for Decision Makers**<br><br>How can communicators make sustainability relevant to the people making financial decisions? This session will explore how sustainability and WASH data can be translated into clear, actionable insights for financial institutions, helping them identify opportunities, strengthen ESG processes and inform investment decisions. Discover how strategic communication can turn complex sustainability information into compelling business opportunities and support more informed decision-making.<br><br>**Presentation:** Rewriting Sustainability for Decision Makers.**By Godwin Bonge Muhwezi**, Lead Consultant, Brand Power Consulting, Uganda.<br><br>**Panel:**<br><br>▶ **Mr. Ronald Beinomugisha,** Vice President, Public Relations Association of Uganda (PRAU).<br>▶ **Godwin Bonge Muhwezi**, Lead Consultant, Brand Power Consulting, Uganda.<br>▶ **Kennedy Mmari** CEO, Serengeti Bytes<br>▶ **Betty Muthoni Kaharu,** Marketing & PR Officer, Amica Savings & Credit Ltd<br><br>Moderator: **Mr Jimmy Kiberu** - Communication Lead, Bayer Africa |
| **12:00 - 12:30 pm** | **Strategic Communication, Audience Intelligence and Public Engagement**<br><br>How can organizations communicate policy effectively, understand their audiences and turn information into meaningful public engagement? This session will explore the role of strategic communication in communicating policy interventions, drawing on lessons from unclaimed financial asset recovery in East Africa.<br><br>It will also examine how audience intelligence and data driven insights can help public institutions better understand stakeholder needs, strengthen communication strategies and build public trust. Together, the presentations will highlight practical ways to make institutional communication more relevant, responsive and effective across East Africa.<br><br>**Presentation 1:** Strategic communication in Kenya's unclaimed asset recovery: Evidence from communicating policy interventions. **By Paul Muya PhD.,** Communication Manager, Unclaimed Financial Assets Authority.<br><br>**Presentation 2:** Audience Intelligence for Public Institutions. **By Magdalyne Milimu,**<br><br>Digital Media Specialist, Stima DT Sacco<br><br>Moderator: **Ndege Makura, Secretary General,** Public Relations Society of Tanzania (PRST) |

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| **12:30 - 1:00 pm** | **Speaking About, Speaking For, Or Speaking As? Interrogating Institutional Frameworks Governing The Role And Authority Of The Spokesperson**<br><br>Spokespersons are the public voice of organizations, but their authority extends beyond individual skills and performance. The presentation examines how institutional structures shape spokespersonship, exploring how spokespersons are appointed, authorized and supported, the limits of their authority, and what legitimizes their role in speaking for an organization.<br><br>**Dr. Wilfred Marube, FPRSK,** Researcher |
| **1:00 - 2.00 pm** | **Lunch** |
| **2.00 - 3:30 pm** | **Owning the African Story: Media Power, Representation and Perception**<br><br>Who tells Africa's story, and how does that shape the way the world sees the continent? This session will examine the power of media in shaping narratives about Africa, exploring issues of representation, ownership, cultural identity and global perception. Discover how African communication professionals and media practitioners can challenge limiting narratives, amplify authentic African voices and shape stories that reflect the continent's diversity, ambitions and realities.<br><br>**Presentation 1:** Beyond Followers: East Africa Rising. **By Lilian Mwikali Wambua,** Marketing and Communications Assitant, KCA University.<br><br>**Presentation 2:** Owning the African Story: Media Power, Representation and Perception, **Dr. David Haruna Mrisho,** Senior Lecturer & Advisory Board Member (TZ)<br><br>**Panel:**<br><br>▶ **Ronald K. Ng'eno,** Communications Manager, Village Reach.<br>▶ **Patrick Ndung'u ,** Head, Corporate Communications, Kenyatta University Teaching Referral & Research Hospital.<br>▶ **Tracy Mutheu Nzioka,** Journalist.<br>▶ **Josslyn Soita Mugoya,** Communications Specialist, County Assembly of Kakamega.<br>▶ **Rebecca Mlawasi,** Communications Specialist, Kenya Mortgage Refinance Company.<br><br>**Moderator: Mr Agtamba Kenneth** - Director, Corporate Affairs, Stanbic Bank Uganda |

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| **3.30 – 4:00 pm** | **Forum Closure**<br><br>**Conference Closing Ceremony**<br><br>▶ **Stephen Mwanga -** Chairperson, East African Public Relations Association.<br>▶ **Dr. Robi M. King'a,** Executive Director / Chief Executive Officer, Anti-Counterfeit Authority (ACA).<br>▶ **Arik Karani, President,** Public Relations Society of Kenya and African Public Relations Association.<br>▶ **Peter Mutie,** Chairperson, PRSK College of Fellows.<br>▶ **Omoniyi Ibietan PhD, FNIPR,** Secretary General, Africa Public Relations Association (APRA).<br>▶ **H.E Flora Mbetsa Chibule,** Deputy Governor Kilifi County.<br>▶ **Dr. Isaac Mwaura,** Head, Office of Diversity, Inclusion and Disability Rights, Executive Office of the President<br>▶ **Hon. FCPA John Mbadi Ng'ongo, EGH, CS,** The National Treasury and Economic Planning of Kenya.<br>▶ **Hon. Kimani Ichung'wah**, Leader of Majority, Parliament of Kenya.<br><br>**Masters of Ceremony: Kennedy Mmari CEO,** Serengeti Bytes.<br><br>Passing Torch to the next host country of EAPRW 2027. |
| 4:00 - 5:00 pm | **Coffee Networking Lounge** |

# FRIDAY

## 6TH NOVEMBER 2026

## EXCURSIONS & CULTURAL IMMERSION

### Full-Day Tour – Gede Ruins, Malindi Heritage & Hell's Kitchen Robinson Marafa

No. of Pax 4 PAX
East African Citizen KSH 13,000 PER PERSON
African Citizens USD 135 PER PERSON
Non-Resident USD 140 PER PERSON

**Tour Highlights**

- Explore the ancient Gede Ruins, discovering Swahili history and coral-stone structures.
- Visit Malindi's historic landmarks, including the Vasco da Gama Pillar and Portuguese Chapel.
- Discover Malindi Old Town and the local market.
- Enjoy a coastal lunch featuring local cuisine.
- Explore Hell's Kitchen (Marafa Depression), famous for its dramatic sandstone cliffs, gorges, and colourful rock formations.
- Enjoy scenic drives and photography opportunities.
- Visit the Mambrui Sand Dunes, as included in the itinerary.

**Package Includes**

- Hotel pick-up and drop-off.
- Private transport in a comfortable, air-conditioned vehicle.
- Professional English-speaking driver-guide.
- Gede Ruins entrance fees and guided tour.
- Malindi heritage tour.
- Guided visit to Mambrui Sand Dunes.
- Lunch and bottled drinking water.
- Government taxes and levies.

**Package Excludes**

- Personal expenses and souvenirs.
- Tips and gratuities.
- Optional activities.
- Any services not specifically listed under inclusions.

### Full-Day Tour – Gede Ruins, Malindi Heritage & Mambrui Sand Dunes

No. of Pax 4 PAX
East African Citizen KSH 13,000 PER PERSON
African Citizens USD 135 PER PERSON
Non-Resident USD 140 PER PERSON

**Tour Highlights**

- Explore the ancient Gede Ruins, a historic Swahili settlement surrounded by coastal forest.
- Discover Malindi's heritage landmarks, including the Vasco da Gama Pillar, Portuguese Chapel, House of Columns, and Malindi Museum Heritage Complex.
- Experience Malindi Old Town and its vibrant local market.
- Enjoy lunch featuring local coastal cuisine.
- Visit the spectacular Mambrui Sand Dunes, with panoramic views of the Sabaki River Estuary and Indian Ocean.
- Enjoy guided nature walks, photography, birdwatching, and scenic coastal views.
- Optional activities include quad biking and sandboarding, subject to availability and additional charges.
- Relax at the hotel after the tour.

**Package Includes**

- Hotel pick-up and drop-off.
- Private transport in a comfortable, air-conditioned vehicle.
- Professional English-speaking driver-guide.
- Gede Ruins entrance fees and guided tour.
- Malindi heritage tour.
- Guided visit to Mambrui Sand Dunes.
- Lunch and bottled drinking water.
- Government taxes and levies.

**Package Excludes**

- Personal expenses and souvenirs.
- Tips and gratuities.
- Optional activities and related charges.
- Any services not specifically listed under inclusions.

## EXCURSIONS & CULTURAL IMMERSION

### Safari Blue Mida Creek Dolphin Watching – Watamu

| | | |
|---|---|---|
| No. of Pax 10 PAX<br>Trip Watamu<br>Kenyan Citizens KSH 8,000 PER PERSON<br>Non-Resident USD 90 PER PERSON | **Tour Highlights**<br>▶ Full-day boat excursion along the Watamu coastline.<br>▶ Snorkeling in Watamu Marine National Park among coral reefs and tropical marine life.<br>▶ Explore Mida Creek's beautiful mangrove forests.<br>▶ Relax on pristine white sandy beaches with turquoise waters.<br>▶ Seasonal dolphin-watching opportunities from November to March.<br>▶ Enjoy a freshly prepared seafood BBQ lunch featuring prawns, lobster, and kingfish.<br>▶ Soft drinks and tropical fruit dessert included.<br>▶ Great opportunities for photography and birdwatching. | |
| | | **Package Excludes**<br>▶ Personal expenses<br>▶ Tips and gratuities |

## PAYMENT DETAILS:

M-Pesa
**Pay Bill Number:** 4061779 (Grey Impala Safaris)
**Account:** Name of the client

Bank
**Bank:** KCB Bank
**Account Name:** Grey Impala Safaris Limited
**Account No:** 1317289706 (KES) | 1346035237 (USD)
**Branch:** Kengeleni
**Branch Code:** 01225
**Swift Code:** KCBLKENX

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Central Bank of Kenya

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### Step 1 Visit Your Commercial Bank

- Confirm eligibility for a loan using government securities as collateral

### Step 2 Apply for a Loan

- Complete loan application process
- Submit any additional documentation that may be required
- Provide your bank with details of the security to be pledged as collateral
- Agree on pledge transaction settlement date.

### Step 3 Provide Your Security as Collateral

- Log in to the DhowCSD investor portal and go to "Instructions" and select "Pledge"
- Enter the required details and place instruction
- Upon loan approval, funds are disbursed to your account and the bond flagged as pledged

**Loan repayment terms and interest rates will depend on the bank's terms and conditions.*

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DhowCSD@centralbank.go.ke

## SPEAKERS

## PROFILES



**Omoniyi IBIETAN,**
Secretary General,
African Public Relations
Association (APRA).

**Omoniyi IBIETAN**, public relations and communication management professional and Secretary General of African Public Relations Association (APRA), has worked in the communication management space for over two decades, creating and implementing award-winning media, communication and stakeholders' relations strategies. He was Special Adviser on Media to Minister of Information and Communication from 2005-2007, during which he popularised the use of new media in public communication in Nigeria. A student leader and human rights activist involved in the national movements that shaped Nigeria's return to democracy in 1999, he is a journalist, writer and scholar. He was Regional Media Researcher for United States-backed Freedom House, and has consulted for MacArthur, Mastercard, and Heinrich Boll Foundations.

He earned a journalism diploma with distinction from the Nigerian campus of the Moscow-based International Institute of Journalism, as well as top-class BA and MA in Communication Arts, and Communication & Language Arts respectively from the Universities of Uyo and Ibadan in Nigeria. Equally, he obtained a PhD in Communication from North-West University in South Africa; a certificate in Human Research Ethics for the Social Sciences and Humanities from Macquarie University, Australia; a Mini MBA in Telecommunication from Neotelis, France; and he is IP3 certified regulation specialist. He is on the Faculty of Rome Business School's DBA programme facilitating learning in Advertising & Public Relations and Media Management & Communication Strategy. His teaching and research interests also include digital and cultural studies, political communication, interpersonal communication, media sociology, as well as the philosophical, conceptual and theoretical underpinnings of communication.

A fellow of the Nigerian Institute of Public Relations and APRA, he is also a member of the Nigeria Union of Journalists, Nigeria Community Radio Coalition, the Association of Communication Scholars and Professionals of Nigeria, Advertising Regulatory Council of Nigeria, African Council on Communication Education, and the International Institute of Communications. He is listed as a CHANGEMAKER in 'PR PowerList', Nigeria's curation of influential public relations professionals.



**Esther KAGIRI, MBS**
Founder and Managing Director,
Globetrack

Esther Kagiri is an award-winning business leader and trailblazer in integrated marketing communications, with over two decades of experience advancing media intelligence, communication measurement, and impact evaluation across Sub-Saharan Africa.

As Founder and Managing Director, she has transformed Globetrack into a globally recognized Pan-African media monitoring and communication measurement agency, distinguished by innovation, excellence, and measurable impact. Under her leadership, Globetrack made history as the first African agency to secure multiple International Association for Measurement and Evaluation of Communication (AMEC) Awards for three consecutive years.

A pioneer in her field, Esther is the first African woman to serve on AMEC's Global Board and the first African recipient of the prestigious AMEC Professional Executive Award, affirming her influence on the global communication measurement landscape.

Her leadership has earned notable recognition, including the 2026 Top 50 Under 50 Women Award by Female Founders Initiative Global in Mauritius and the 2011 Business Daily Top 40 Under 40 Women Award. Esther is also a recipient of the Moran of the Order of the Burning Spear (MBS), conferred by the late President Mwai Kibaki. She serves on the Council of the Kenya Institute of Mass Communication, chairing its Training Committee and championing institutional excellence and future media professionals.



**Annastazia RUGABA**
President,
Public Relations Society of Tanzania (PRST)

Annastazia Rugaba is President of the Public Relations Society of Tanzania (PRST) and Founder and Chief Strategist of Simulizi Advisory. A strategic communications adviser and institutional transformation practitioner, she works at the intersection of governance, public leadership, citizen engagement and systems change across Tanzania and East Africa. Her career spans public institutions, civil society and regional development, including senior advocacy and communication roles at Twaweza East Africa and HakiElimu. She contributed to the development of Tanzania Development Vision 2050 and has designed and led high-level policy dialogues, cross-sector convenings and organisational transformation programmes. A Chevening Scholar, she holds a

Master's degree in Media Practice for International Development from the University of Sussex. Her work advances a clear proposition: communication must move beyond publicity to become a strategic capability for anticipatory governance, institutional resilience and public trust. As PRST President, she champions competence, influence and opportunity for communication professionals across Tanzania and the wider region.



**Peter M. KIMEU**
Regional Communications Manager,
World Concern, Africa

Peter M. Kimeu is a Strategic Communications Specialist, Multimedia Storyteller, and the Regional Communications Manager at World Concern, Africa Area, where he serves on the Senior Management Team. With over a decade of experience producing impact narratives, institutional knowledge products, and multimedia documentation across English and Portuguese Speaking Nations in Africa, Peter has worked at the frontline of development storytelling in some of Africa's most complex contexts.

He holds an MA in Corporate Communication from Daystar University and a duo Certificate in Applied Generative AI and Agentic AI from Johns Hopkins University. He has put to practical use building AI-powered tools for communications workflows, including a grant research assistant for non-profit organisations and AI-aided storytelling pipelines integrating transcription, synthesis, and narrative drafting.

Peter is the founder of Attested Media, a Kenyan communications consultancy, and a published writer on communications ethics. His presentation, The AI Authenticity Gap, examines how generative AI is creating representation problems in East African development and humanitarian storytelling, and proposes a practitioner framework, Human-in-the-Frame, for maintaining authentic, community-grounded narratives in an AI-saturated environment.



**Francis WACHIRA**
Communications Manager for Africa,
Africa Enterprise Challenge Fund (AECF)

Francis Wachira is a strategic communications leader with over 13 years of experience across international development, public health, and higher education in Africa. He is Communications Manager for Africa at the Africa Enterprise Challenge Fund (AECF), where he reports to the CEO and leads communications across 11 African countries, including budget and procurement oversight.

Previously, he was Head of Communication at Ciheb Kenya, a CDC- and USAID-funded public health program, and at Kenyatta University Teaching, Referral & Research Hospital, advising executive leadership on reputation, crisis communication, and stakeholder engagement.

Francis recently completed his PhD in Communication at Daystar University and holds a Master of Arts in Communication from the Same Institution, a Bachelor's degree in Journalism and Mass Communication from Masinde Muliro University of Science and Technology, and a Certificate in Leadership in Global Health from the University of Washington.

His research on media, power, trust, and digital discourse has produced five peer-reviewed publications in 2026. He is a member of the Public Relations Society of Kenya (PRSK), and an International Coach Federation (ICF) Certified Coach.



**Arik KARANI**
President
African Public Relations Association (APRA) and Public Relations Society of Kenya (PRSK)

Arik Karani is the current President of the African Public Relations Association (APRA), the umbrella body for national public relations associations in Africa, and the body that represents over 40,000 public relations practitioners in Africa. He is also the current President of the Public Relations Society of Kenya (PRSK), and the Communication Lead for Community Resilience and Sustainability at the Wikimedia Foundation, the nonprofit that hosts Wikipedia and other free knowledge projects. With over 20 years' experience in communications, Arik advises governments, civil society organizations, NGOs, and the private sector, on stakeholder engagement, digital strategy, disinformation and information technologies, foreign influence on social media, crisis communication, and strategic planning. Prior to taking up the roles at APRA, PRSK, and the Wikimedia Foundation, he worked at the World Bank Group leading the communication program on trans-boundary waters in Africa. He has previously worked with the Government of Kenya, managing communication programs for various development partners such as the World Bank, African Development Bank (AfDB), KfW Development Bank, and Agence Française de Développement (AFD). He has also had the opportunity to work with ChildFund International, and Amref Health Africa.



**Noella MUTANDA**
Secretary General,
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.

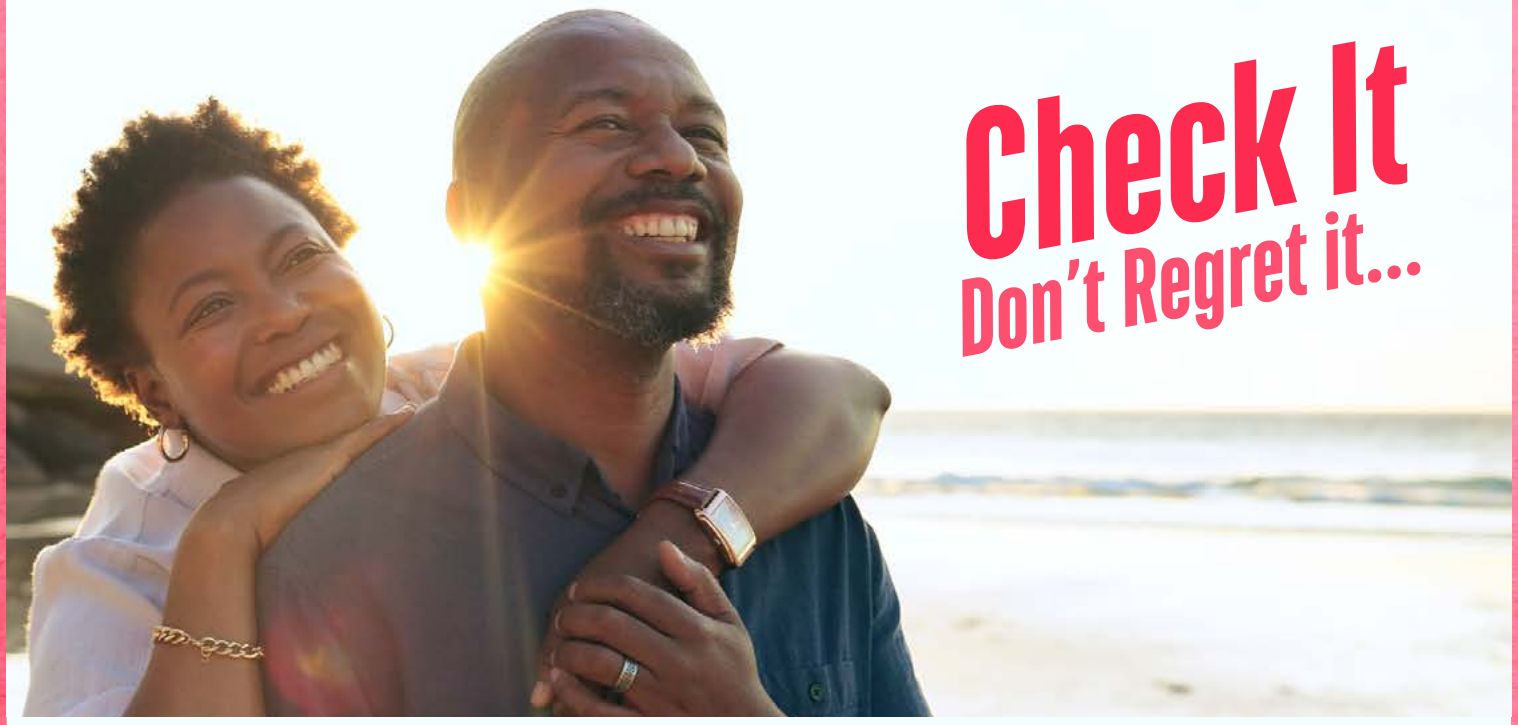
Noella holds a master's degree in Corporate Communication, a bachelor's degree in Economics and Communication, and a Diploma in Journalism. She is currently finalizing an Executive MBA at Jomo Kenyatta University of Agriculture and Technology.

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.

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**Esther NEKESA**
DIP CIPR, MPRSK
Senior Communication Officer
University of Nairobi

Esther Nekesa is a Senior Communication Officer at the University of Nairobi, where she contributes to strategic communication, institutional visibility, stakeholder engagement, and reputation management. She is a tutor and lead administrator at the University's Chartered Institute of Public Relations (CIPR) Accredited Teaching Centre, supporting professional development and excellence in public relations and corporate communication.

Passionate about mentorship, knowledge sharing, and empowering the next generation of communication professionals, Esther runs the Be Different Podcast, a mentorship platform for women and young girls, and the Women in Research Programme, which provides a platform for women researchers to showcase their work and mentor emerging scholars. She also serves as Communication and Engagement Lead at the Kenya Science Translation Hub, coordinating communication initiatives and supporting collaboration among universities to strengthen the translation of research into practical solutions.

Esther is committed to bridging generational gaps through digital communication, fostering meaningful engagement between institutions and their stakeholders, and advancing women's leadership and participation in research. Her professional interests include strategic communication, internal communication, institutional trust, research communication, and the transformative role of communication in public institutions. Through her work in communication, professional training, mentorship, and community engagement, Esther champions purposeful storytelling, collaborative leadership, and the power of communication to inspire positive change and create lasting impact.



**Lilian WAMBUA**
Marketing and Communications Assistant, KCA University

Lilian Wambua is a Kenyan marketing professional at KCA University, with a keen interest in how brands build meaningful connections with audiences through culture, storytelling, and influence.

Raised in Makueni County, where unreliable harvests often made life uncertain, she grew up believing that education was a powerful pathway to opportunity and a means of transforming lives. This perspective informs her interest in how communication can connect with people's lived experiences and create meaningful impact.

Currently pursuing a Master's in Corporate Communication at Multimedia University of Kenya, Lilian explores audience behavior, brand communication, and communication for social change. She is particularly interested in how audience insights can inform creative campaigns that build trust and meaningful engagement.

At the 2026 East Africa PR Week and 21st PRSK Annual Summit, she will present two papers: Culturally Intelligent Storytelling in Africa, which explores the role of cultural intelligence in African brand storytelling, and Beyond Followers: East Africa Rising, which examines influencer creative leadership and the role of trust in brand communication across East African markets.



**Godwin MUHWEZI**
Lead Consultant, Environment and Sustainability, Brand Power Consulting Ltd, Kampala, Uganda

Godwin Bonge Muhwezi is a strategic communication and sustainability consultant with over 20 years of experience in public relations, policy advocacy, stakeholder engagement, and environmental and climate change communication across Africa.

He is the Lead Consultant at Brand Power Consulting Ltd, where he advises governments, development organisations and private sector institutions on communication strategies that support policy implementation, institutional reputation and sustainable development. His professional portfolio includes, among others, assignments for UNEP, UNDP, UNODC, AGRA, and the Uganda Bankers Association (UBA).

Previously, Godwin held senior communication and public relations positions at the Uganda National Bureau of Standards (UNBS), African Virtual University (AVU), East African Business Council (EABC) and leading communication consultancies in East Africa.

His recent work focuses on translating sustainability priorities into actionable institutional decisions, including ESG integration, climate communication and sustainable financing.

Godwin holds an MBA from the University of South Wales, an MA in Mass Communication from the University of Leicester, and a Professional Postgraduate Diploma in Marketing from the Chartered Institute of Marketing (UK). He is currently pursuing a PhD in Public Policy and International Affairs at the University of South Africa (UNISA).



**Esther GIKONYO**
Senior Consultant
Sunivera Limited

Esther Wangui Gikonyo is an accomplished Executive Leader, Governance Trainer, and Resource Mobilisation Specialist who positions sustainable funding as a core, Board-level strategic priority. As the former Chief Executive Officer of the Flying Doctors Society of Africa (FDSA), she demonstrated exceptional financial stewardship by scaling organizational reserves to US$1 million, showcasing her ability to unlock revenue pipelines and manage capital effectively.

Esther specializes in building high-impact Resource Mobilization frameworks by transforming Boards from oversight bodies into proactive revenue champions. Her work with trustees at the Kenya Community Development Foundation (KCDF) underscores her capability to align Corporate Governance with aggressive capital campaigns, donor retention, and Corporate Social Investment (CSI).
A Dale Carnegie & British Council-certified trainer, Esther equips leaders to communicate with influence, build strategic investor relationships, and inspire donor confidence. Her expertise bridges Corporate Social Responsibility (CSR), ESG frameworks, and sustainable financing. She advocates for cross-sector collaborations among development partners, the private sector, and institutional management to mobilize the vital resources required for long-term social impact. Esther holds a Bachelor of Commerce from the University of Nairobi and is a member of the Public Relations Society of Kenya (PRSK).



**Dr Wanjiku NG'ETHE**
MD MMED OBGYN

Dr Wanjiku Ng'ethe is a passionate women's health advocate with almost 10 years experience in Obstetrics and Gynecology. She begun her training as a dedicated Medical Officer at Aga Khan Mombasa then gained her specialization at the University of Nairobi. Since that time she has been involved in the prevention of Obstetric Care Emergencies as well as running her clinic in Ruiru and Avenue Hospital. She is certified by the International Menopause Society in the management of menopause and perimenopausal women.

She has publications in the American Public Libarary of Science as well as the Journal of Obstetrics and Gynaecology of Eastern and Central Africa.



**Dr Issa Menge KURIA**
MD MMED Rad FRANZCR

Dr Issa Menge Kuria is world-renowned Body Imaging Specialist with 11 years experience in Radiology and Imaging. He trained for his Masters in Radiology at the Aga Khan Hospital Nairobi. He obtained a fellowship in Body Imaging at Sir Charles Gairdner Hospital, Western Australia focusing on Cardiothoracic, Muskuloskeletal and Abdominal/pelvic Imaging. After which he trained in non-vascular Interventional Radiology in Perth Australia and joined Perth Radiological Clinic. He taught as a Clinical Senior Lecturer and the University of Western Australia before returning to Kenya as a Consulting Radiologist with West Park Hospital, Nairobi where is currently running the Interventional Radiology Pain Clinic. He has numerous publications with the World Journal of Nuclear Medicine and East and Central Africa Journal of Science.



**Joseph NDEGWA**
Senior Editor, E-Publications, Kenya Literature Bureau and PRSK Assistant Secretary

Joseph Ndegwa is the Senior Editor, E-Publications at the Kenya Literature Bureau (KLB) and a seasoned public relations practitioner with over a decade of public service experience in journalism, book editing, strategic communications, and environmental advocacy. As the Assistant Secretary of the Public Relations Society of Kenya (PRSK), he has contributed to key initiatives, including the development of the draft Public Relations and Communications Management Bill and Policy.

At KLB, Joseph has led impactful literacy campaigns such as the "1000 Schools in 1000 Days" book donation, the "100 Trees in 25 Primary Schools per County" initiative, and the "National Spelling Bee Competition" in partnership with KTN and KCC. He also spearheaded the 2015 "National Parliamentary Book Donation" campaign, enhancing access to reading materials nationwide.

Joseph is documenting Kenya's history by publishing memoirs of prominent personalities, including Lee Njiru, Phoebe Asiyo, and Leonard Mambo Mbotela, preserving the nation's collective memory.

As an associate trustee of NEWI, a non-profit advocating for girls' education, he supports the HerStory Initiative, which has benefited over 162 schools through mentorship, book donations, and sanitary kits for girls.

He holds a BA in Sociology and Business Studies from Kenyatta University, a postgraduate diploma in Public Relations Management, and is completing a master's in Communication Studies and a Bachelor of Law degree at the University of Nairobi.



**Grace MUNJURI**
MPRSK,
Team Lead at Brand Magnets Limited

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.

Ms. Munjuri served at the Public Relations Society of Kenya (PRSK) Board from 2009 and was elected PRSK Vice-Chair in 2012, a position she held until 2014 and went on to give her contribution to the regulatory framework for the Kenya Institute of Public Relations currently under legislation. Grace was in 2022 recognised and awarded PRSK Warrior 2022 for her outstanding contribution to the PR industry, an award bestowed upon only 24 professionals in Kenya who have influenced the industry in the last 50 years. Her academic qualifications include a Master of Arts in Corporate Communications from Daystar University and Bachelor of Commerce degree in Marketing from Kenyatta University. She has also pursued numerous courses locally and overseas.



**Josiah MWANGI**
Deputy Managing Director, APN Group

Josiah has worked in the communications and public relations industry for over 20 years. He is currently the Deputy Managing Director at communication consulting firm APN Group where he overseas strategic planning for APN clients.

As a consultant, he has worked with leading FMCGs, development partners, global multinationals, and government agencies in several countries in Africa. He has overseen the development of internal communication plans for organisations across Africa.



**Gladys SOME**
Manager, Administration, Occupational Health & Safety Department, Kenya Reinsurance Corporation Limited (Kenya Re)

I have honed critical skills that have propelled my PR journey, including adaptability, staying abreast of industry trends, and creative message development. My expertise extends to maintaining composure in crisis situations and excelling in public speaking, protocol, and etiquette. My tenure as a Kenyan Diplomat in South Africa, serving as Minister Counsellor, provided invaluable experience that seamlessly integrates with my PR skills, enriching my professional prowess. This unique blend of diplomacy and public relations has enabled me to navigate complex landscapes and foster robust stakeholder relationships effectively.

My educational journey has been anchored in a commitment to excellence and a passion for learning. I earned a Master's degree in International Studies from the University of Nairobi, specializing in diplomacy and international relations. This academic foundation has provided me with a robust understanding of global political dynamics, diplomatic theory, and conflict resolution strategies. Additionally, I hold a Bachelor of Arts in Communication from Daystar University, where I developed strong communication skills and a keen understanding of media relations and public communication strategies.



**Peter MUTIE**
Chairperson, College of Fellows, Public Relations Society Of Kenya

Peter Mutie is a Communication specialist with experience spanning over two decades. He holds several portfolios in both professional and corporate leadership. Peter is currently a board member of the Global Alliance for Public Relations and Communications Management (GA) and Chairman of the Africa Regional Council of the Global Alliance for Public Relations. He is the immediate former President of Africa Public Relations Association (APRA) and still serves as a Council Member of APRA, the continental body for communication professionals. Peter has also been a Board Member with Communications Authority of Kenya, among other sate corporations in Kenya.

He is a former Chief Executive Officer of Kenya Film Commission, a founder Board Member of both BrandKenya Board and Media Council of Kenya. Between 2007 and 2012, Peter served as the President of the Public Relations Society of Kenya (PRSK).

He is currently serving in a number of other roles in consultancy at both continental and global levels besides being a consultant with the UN on Strategic Communication. Peter is a Senior Member of the International Public Relations Association (IPRA) and is a Fellow of both APRA and PRSK.

He has spoken in many PR and Strategic Communication conferences globally including International Public Relations Association conventions, APRA conferences, Eastern Africa PR Association, ZAPRA, among others. He has also published on Strategic Communications in various journals and international magazines.

Peter is also a recipient of PRSK Golden Honours Award, the highest and lifetime award that recognizes outstanding achievement in Public Relations in Kenya. He has taught media and strategic communication in a couple of universities in Kenya. His academic credentials include Masters in Business Administration (MBA), BA (Econ), Post Graduate Diploma in Mass Communication, among other postgraduate qualifications. He has served in a range of dynamic sectors including publishing, media, energy, development banking, health, entertainment and the UN.

PUBLIC RELATIONS SOCIETY OF KENYA

# PRSK 2027 CPD TRAINING CALENDAR

## COMMUNICATION MASTERCLASS

25TH -29TH JANUARY 2027 | KISUMU, KENYA

POINTS 50CPD | MEMBER 80,000/- | NON-MEMBER 85,000/- | ALL LEVELS CAREER

## GREEN VOICE: COMMUNICATING ESG, SUSTAINABILITY AND CORPORATE RESPONSIBILITY

4TH–5TH MARCH 2027 | NAIROBI, KENYA

POINTS 20CPD | MEMBER 15,000/- | NON-MEMBER 25,000/- | ALL LEVELS CAREER

## SIGNAL AND NOISE: MASTERING INTERNAL COMMUNICATION AND EMPLOYEE ENGAGEMENT

18TH –19TH FEBRUARY 2027 | NAIROBI, KENYA

POINTS 20CPD | MEMBER 15,000/- | NON-MEMBER 25,000/- | MID CAREER

## SOCIAL MEDIA COMMAND: PLATFORMS, CONTENT AND COMMUNITY MANAGEMENT

8TH–12TH MARCH 2027 | NAKURU, KENYA

POINTS 50CPD | MEMBER 80,000/- | NON-MEMBER 85,000/- | ALL LEVELS CAREER

## INTELLIGENCE-DRIVEN PR: AI TOOLS AND EMERGING TECHNOLOGIES FOR COMMUNICATORS

24TH–26TH FEBRUARY 2027 | TBA

POINTS 30CPD | MEMBER 25,000/- | NON-MEMBER 35,000/- | MID/ ADVANCED CAREER

## THE STRATEGIC COMMUNICATOR: LEADERSHIP IN PUBLIC SERVICE COMMUNICATION

22ND–26TH MARCH 2027 | TBA

POINTS 50CPD | MEMBER TBA/- | NON-MEMBER TBA/- | ADVANCED CAREER

## NARRATIVE ARCHITECTURE: STRATEGIC BRAND STORYTELLING

2ND –3RD MARCH 2027 | NAIROBI, KENYA

POINTS 20CPD | MEMBER 15,000/- | NON-MEMBER 25,000/- | MID/ ADVANCED CAREER

## BEHIND THE HEADLINES: PR AND LEGAL COLLABORATION IN PRACTICE (WEBINAR)

30TH MARCH 2027 | NAIROBI, KENYA

POINTS 10CPD | MEMBER 5,000/- | NON-MEMBER 10,000/- | ALL LEVELS CAREER

## COMMUNICATING WITH IMPACT: AUDIENCE INSIGHT AND MESSAGE DESIGN (WEBINAR)

4TH MARCH 2027 | NAIROBI, KENYA

POINTS 5CPD | MEMBER 5,000/- | NON-MEMBER 10,000/- | ALL LEVELS CAREER

## THE NETWORKED NEWSROOM: MODERN MEDIA RELATIONS MASTERCLASS

31ST MARCH –2ND APRIL 2027 | TBA

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**Winnie GOR**
Founder and CEO, Winnie Gor Communications Africa (WGCA)

Winnie Gor, is the visionary founder and CEO of Winnie Gor Communications Africa (WGCA). Her journey is a testament to the power of resilience, innovation, and leadership in the communications industry.

Founded in 2013, WGCA has grown into a full-service public relations and strategic communications agency with an expansive pan-African reach. Under her leadership, the agency has established itself as a beacon of creativity and trust, delivering customized and impactful communication strategies across diverse markets and cultures in Africa.

WGCA's commitment to excellence has empowered brands, businesses, and change-makers to thrive within the vibrant African landscape.

Winnie's dedication to her craft is evident in the numerous successful partnerships WGCA has forged across Africa with multinational corporations, homegrown brands including ocal startups and SMEs. Her ability to navigate the complexities of communication in Africa has made WGCA a trusted partner for clients seeking to enhance their brand presence and reputation. The agency's comprehensive understanding of the unique challenges faced by its clients has been instrumental in delivering tailored and timely communication strategies that drive results.

Beyond her professional achievements, Winnie Gor is a passionate advocate for women's empowerment and entrepreneurship. She has been a mentor and role model for many aspiring women entrepreneurs and graduates with a passion for communications, inspiring them to pursue their dreams and make a difference in their communities. Her leadership extends beyond her business, as she actively participates in initiatives that promote gender equality and support women-owned businesses.

Winnie's vision for WGCA is to continue being a catalyst for communication and business transformation across the continent. Her forward-thinking approach and unwavering dedication to excellence have positioned WGCA as a leader in the industry, setting a high standard for others to follow.



**Prof. Nicholas KIBIWOTT LETTING'**
Ph.D., EBS, HSC,
Chief Executive Officer (CEO)/Secretary of the Kenya Accountants and Secretaries National Examination Board (KASNEB)

Prof. Nicholas Kibiwott Letting' Ph.D., EBS, HSC, is the Chief Executive Officer (CEO)/Secretary of the Kenya Accountants and Secretaries National Examination Board (KASNEB). Dr. Letting holds a Ph.D from the University of Nairobi's School of Business, majoring in Strategic Management, Leadership and Governance. He also holds a Master of Business Administration degree majoring in Strategic Management, Entrepreneurship and International Business from the University of Nairobi. His Bachelor's degree is Bachelor of Commerce in marketing from the same University. Dr. Letting is a qualified Certified Public Accountant (CPA) and a qualified Certified Public Secretary (CPS) and Certified Investment and Financial Analyst. He has over 24 years work experience having held senior Strategic Leadership and Management, Human Resources Management and Finance management positions in British American Tobacco Kenya Ltd and the Kenya Institute of Management. He has been the Vice-Chancellor/CEO heading finance, administrative and academic functions of from 2011 to 2019 at the Management University of Africa (MUA). Dr. Letting is a Council Member of ICPAK, ICIFA, ICS and Honorary Treasurer of the Association of the Professional Societies of East Africa (APSEA) from 2019 to date. He is a volunteer in the Kenya Red Cross Society (KRCS) Lower Eastern Region.

Prof. Letting' is a Fellow of ICPAK, KIM, ICS AND ICIFA. He is also a non-executive director at Optiven Limited, a leading real estate developer in Kenya. He is a Certified Corporate Governance Trainer (trained by IFC); Governance Auditor (ICSK); Academic Advisor, Supervisor and External Examiner; Author; Strategic Thinker and Planner; Executive Coach; Investment Advisor; Excellent Networker and Effective Communicator. He has undertaken consultancies with IGAD, KLB, ICPAK, ICSK, UNDP, Parthenon – EY (Ernst & Young), India and Kenya's Ministries of Education and The National Treasury and Planning. Dr. Letting has published widely in the area of management, leadership and governance. He has travelled and presented papers in conferences and workshops in many countries among them the USA, the UK, Australia, India, Belgium, Brazil, Burundi, Democratic Republic of Congo, Thailand, Egypt, Ethiopia, Rwanda, Uganda, The Netherlands, Tanzania, South Africa, and South Sudan. Dr. Nicholas Kibiwott Letting' is a member of the KCA University School of Business Advisory Council.



**Dr. John OLUOCH**
Director, Placement Coordination and Career Development, Kenya Universities and Colleges Central Placement Service

Dr. John has practiced public relations and communication for the last 22 years and he is a holder of a Ph.D. in Communication studies. Dr. John has served in Moi and Rongo universities as a Public Relations Officer, Lecturer, Senior Lecturer, Director and Dean. He supervised several communication and PR students at masters and doctoral levels. He has also undertaken several consultancies in communication for UNESCO, World Vision, and the Media Council of Kenya. Dr. John has also participated in external examination, review and development of PR training curricular for several universities in Kenya.

He is currently serving as Director in charge of Placement and Career Development at the Kenya Universities and Colleges Central Placement Service (KUCCPS) and is a member of several inter-ministerial committees.



**Anita KING'ORI**
Senior Content Specialist- ONE Academy, The ONE Campaign- Africa

Anita King'ori is a strategic communications professional whose work sits at the intersection of development, public diplomacy, and Africa's evolving narrative. She currently serves as Senior Content Specialist at ONE Academy by The ONE Campaign- Africa, where she contributes to content strategy and storytelling that connects young Africans with advocacy knowledge and skills to drive change.

Her experience spans the development sector, where she has worked across strategic communications, behavior change, community engagement, and stakeholder relations. She is passionate about reshaping how Africa is represented and understood, championing narratives that reflect the continent's diversity, agency, innovation, and aspirations beyond conventional stereotypes. She is equally committed to the role of young people and strategic communication in shaping Africa's future, strengthening civic participation, and advancing inclusive prosperity.

An International Relations and Diplomacy postgraduate researcher, Anita is exploring the role of public diplomacy in advancing Kenya's Blue Economy within the Western Indian Ocean region. Her research reflects her interest in how strategic narratives, international engagement, and communication can shape perceptions, advance national interests, and position African countries in global conversations. Through her professional practice and research, she seeks to contribute to a future in which African stories are told with accuracy, authenticity, and agency.



**Michelle ANEKEYA**
Managing Director
Kitalu Africa

Michelle leads Kitalu Africa, a pan-African strategic communications agency helping climate, social and environmental organisations turn impact into influence.

For two decades, Michelle has worked in the rooms where decisions are made, advising chief executives, boards and governments. Before leading Kitalu, she was Global Communications Manager at Water & Sanitation for Urban Populations, where she steered its brand transformation across Africa and Asia. Previously, she led Hudson Sandler's expansion into East Africa and served as Associate Director of Hill+Knowlton Strategies' Sub-Saharan Africa practice.

Her clients have included The Nature Conservancy, Elton John AIDS Foundation, Hivos, AECF, Kenya Wildlife Services, Internet Society, Schneider Electric, Lipton Teas, Unilever, P&G, among others. Her work has earned a SABRE Award and several awards from the Public Relations Society of Kenya.

Michelle believes leadership is measured by the doors you open for others. She mentors scaling entrepreneurs at Endeavor Kenya and champions women and young professionals stepping into leadership.

She holds Sustainability Leadership credentials from the University of Cambridge, a Master of Arts in Communication Studies from the University of Nairobi, and a bachelor's in Information Science from Moi University.

When she isn't helping others shine, you'll find her walking ridiculous distances, hiking mountains, reading books with bizarre titles or painting circles.



**Moses KEMIBARO**
Founder & CEO of
Dotsavvy

Moses Kemibaro is the Founder & CEO of Dotsavvy, Kenya's first digital business agency, which has delivered business results through digital channels for over 20 years.

Previously, he held regional leadership roles at Opera Ads, Perform Group, InMobi, and Dealfish, formerly OLX Kenya, now Jiji Kenya, building businesses across East Africa and leading advertising sales in Kenya, Egypt, Nigeria, and Ghana.

Moses is an award-winning technology entrepreneur, blogger, podcaster, and analyst at MosesKemibaro.com, covering all things digital in Kenya and Africa. He is also a digital marketing and communications trainer, working with Aga Khan University's Graduate School of Media & Communications, the Public Relations Society of Kenya, the Digital Marketing Institute, Moringa School, and the Marketing Society of Kenya. He speaks at industry events and contributes commentaries to regional and global media.

In 2024, the Public Relations Society of Kenya recognized him among its Top 30 Men in PR and Top 52 Public Relations Practitioners. He was also a LinkedIn Influencer of the Year Top 10 finalist at the Pulse Influencer Awards. Moses aserves as an Assistant Public Image Coordinator for Rotary Zone 22 Region 28. He is an avid and long standing supporter of Arsenal Football Club and Formula One driver Lewis Hamilton.



**Rebecca MLAWASI**
Strategic communications and digital media professional

Rebecca Mlawasi is a strategic communications and digital media professional with over a decade of experience in public relations, stakeholder engagement, content development, and corporate communications. She currently supports communications initiatives and customer engagements at the Kenya Mortgage Refinance Company (KMRC) keen on leveraging storytelling to drive impact, build trust, and advance organizational goals.

Rebecca is also a published author, mentor, bilingual voice-over artist (Swahili & English), and an advocate for continuous learning and purposeful leadership. She is a member of the Public Relations Society of Kenya.

Rebecca is dedicated to helping individuals, brands, and organizations build meaningful connections, inspire trust, and create lasting value.



**Merciline OGECHI**
Lead Media Producer | Political Communication Expert | Broadcast & Digital Media| Public Relations Society of Kenya (PRSK) Member

A Nairobi-based media producer, political communications expert and programme manager with over a decade of experience in television, live production, digital media, documentary production and strategic communications. Seamlessly blending traditional broadcasting with emerging technologies, she has developed a strong interest and focus on Artificial Intelligence (AI) integration in media and communications, exploring how AI tools can optimize content creation, audience analytics, and digital campaign strategies.

She currently works with the Dr. Fred Matiang'i Presidential Campaign Secretariat, where she serves as Lead Media Producer & Communications Strategist. Her role encompasses live show production, broadcast and livestream coordination, campaign rally media production, stage and programme dynamics, communications planning and campaign media planning. She coordinates production teams and technical crews while translating campaign strategy and political messaging into compelling broadcast, digital and event content.

Previously, she served as Production Manager at Shared Moments with Justus, overseeing productions aired on Maisha Magic East and Maisha Magic Plus, before joining Hope Channel Kenya as Producer and Digital Specialist. At Hope Channel, she produced and directed programmes including Sato Special, Uchambuzi and Shalom, broadcast on DStv and GoTV.

Her wider portfolio includes documentary production for ADRA Kenya's BRACE Project in Lodwar, scripting a gender-based violence documentary under the Kenya–Finland Bilateral Programme, and directing programmes for Give Me Life Africa and BOHO Eatery.

Beyond media, Merciline served as School Manager at Newlife Adventist School, overseeing administration, budgets, staff performance and institutional development. She began her career at Kenya Industrial Estates as a Programme Intern.



**Paul MUYA**
Communication Manager, Unclaimed Financial Assets Authority.

Paul is responsible for leading the development and execution of Unclaimed Financial Asset's corporate communication, public relations, and stakeholder engagement strategies to build a reputable, trusted, and visible brand. With over 18 years of progressive experience in strategic communication, marketing, and stakeholder relations across both the public and private sectors. His expertise includes reputation management, media relations, crisis communication, brand management, customer experience, and corporate social investment.

He holds a Doctor of Philosophy (PhD) degree in Communication from Daystar University, a Master of Business Administration (MBA) in Strategic Management from Jomo Kenyatta University of Agriculture and Technology (JKUAT), and a Bachelor's degree in Communication and Media Technology from Maseno University.

Paul is a Certified Public Relations Analyst and a member of the Public Relations Society of Kenya (PRSK). He is a published researcher and has presented his work at various inter



**Betty KAHARU**
Brand, Customer Experience and Strategic Communication Professional

A Brand, Customer Experience and Strategic Communication Professional. Betty Kaharu is a financial services professional working at the intersection of marketing, brand strategy, public relations and customer experience, with experience in the Sacco banking sector.

A Strategist Who Connects People, Brands and Business.

Betty believes that a brand is not what an organization says about itself, but what people experience, remember and trust. She is passionate about helping organizations translate customer insights into better service, stronger reputations, effective communication and lasting business value. A Certified Professional Mediator. She brings a people-centred perspective to relationship management, constructive dialogue and conflict resolution.

An Empowerment Advocate.

As a Trainer of Trainers in entrepreneurship and financial literacy under the ILO-SIYB programme, she is committed to equipping young people and entrepreneurs with skills for economic empowerment.

Betty is interested in the evolving role of customer experience, AI and digital trust, reputation management, sustainability, financial inclusion and purpose-driven leadership in shaping the future of organizations.



**Tracy Mutheu NZIOKA**
Journalist.

Tracy Mutheu Nzioka is a communication professional and multimedia storyteller with 3 years' experience in digital editorial publishing and corporate communications. Previously worked at Radio Africa Group as a digital news reporter, Shine FM as an editorial producer and Ruben FM as a news and advocacy reporter. She holds a Bachelor of Arts in Communication from Daystar University and Diploma in Mass Communication from Jomo Kenyatta University of Agriculture and Technology.

Her journalism career began at Ruben FM as a News and Advocacy Reporter, where she reported daily news highlighting community challenges through human-interest storytelling. She also developed long form advocacy features such as fire safety, a prevalent community issue in Mukuru, leveraging accessible storytelling tailored in Kiswahili and bridging literacy gaps.

At Radio Africa Group-The Star, Tracy worked as a Digital News Reporter, producing informative articles in political, business and lifestyle beats. Additionally, Tracy served as an Editorial Producer at Shine FM, overseeing editorial workflows, managing a team of ten, and developing institutional content strategies.

Currently a freelance journalist, her multimedia experience includes corporate video editing having worked with organizations such as Japan International Cooperation Agency on short term video campaigns and digital production on local content.



**Salma SHABAN**
MPRSK, ACIPR
Digital Media Specialist,
Stima DT Sacco

Salma Shaban is a strategic communications and public relations professional serving as Head of Public Relations at the Technology Service Providers Association of Kenya (TESPOK), a not-for profit industry association that operates the Kenya Internet Exchange Point (KIXP) and the Industry Computer Security Incident Response Team (iCSIRT).

With over a decade of experience in media and communications, Salma works at the intersection of technology, policy and public perception. Her expertise spans strategic communications, media relations, stakeholder engagement, crisis communications and public affairs, with a focus on translating complex ICT issues into compelling, accessible narratives.

She has contributed to ICT policy advocacy and stakeholder engagement across Kenya's digital ecosystem, including work relating to the Kenya ICT Strategic Plan 2019–2023, critical infrastructure policy and legislation, cybersecurity and the Finance Bill. Through her work, she champions internet infrastructure, digital resilience and multi-stakeholder collaboration as drivers of inclusive and sustainable digital growth.

Salma is passionate about strengthening African narratives by ensuring that the expertise, innovation and experiences shaping the continent's digital transformation are represented accurately and credibly. Her professional recognitions include PR Professional of the Year at the 2025 Marketing World Awards and Trailblazing Woman in PR in 2026. She holds a Master's degree in Communication and is pursuing CIPR studies at the University of Nairobi.



**Magdalyne MILIMU**
Digital Media Lead, Stima DT Sacco

Magdalyne Milimu is a communications professional with over seven years of experience in digital media, content strategy, film production and corporate communications. As Digital Media Lead at Stima DT Sacco, she oversees the institution's digital platforms, shaping its online presence and strengthening engagement with members and other stakeholders.

Drawing on her background in media production and strategic communication, she leads content development and digital campaigns that support brand positioning, audience engagement and institutional reputation. Her approach combines creative storytelling with audience insights to ensure communication is relevant, credible and purposeful.

Her professional interests centre on digital strategy, public relations and the role of technology in strengthening institutional communication, public trust and crisis preparedness.

At the East African PR Summit, she presents *Audience Intelligence for Public Institutions* under the *AI, Technology and the Future of Communications* track. Her paper explores how audience analytics and media monitoring can help public institutions better understand public sentiment, identify emerging issues and strengthen their approach to crisis communication.



**Emmanuel SANDE**
Strategic Communications & Digital Transformation Specialist
National Police Service Commission (NPSC)

Emmanuel Sande is a strategic communications and digital media specialist with more than 15 years of experience spanning government communication, publication design, digital content and independent consultancy. At Kenya's National Police Service Commission, his work connects media monitoring, institutional publications, stakeholder information and digital communication, with a focus on turning complex information into clear, decision-ready products. His wider practice brings together visual communication, data storytelling and digital systems. He is pursuing an MBA in Management Information Systems at the University of Nairobi. His work sits at the intersection of professional communication practice and the responsible adoption of emerging technology.

At East Africa PR Week 2026, he presents "From Paper to Platform", a practitioner-research paper examining how AI-augmented media monitoring could improve timeliness, consistency and traceability in government communication. The paper outlines evaluation against an existing manual workflow, with human editorial judgment and public accountability central to its design.



**Dr. Sayed K. ALI**
Brand, Customer Experience and Strategic Communication Professional

Dr. Sayed K. Ali is the Aga Khan University (AKU), Nairobi, Kenya, Electronic Health Record (EHR) Lead Physician. He is also an Associate Professor at AKU and a faculty in the department of Internal Medicine and Palliative Care. Dr. Ali trained in the United States of America completing his undergraduate studies at Stony Brook University in Long Island, New York with a summa cum laude in 1999. He got accepted into an early acceptance medical school program at Stony Brook School of Medicine, New York, where he completed his medical degree in 2003. A recipient of the United States Army Health Professions Scholarship, he completed training in internal medicine at North Shore University Hospital in 2006.

He is currently dual boarded by the American Board of Internal Medicine (ABIM) in both internal medicine and hospice (2006) and palliative care medicine (2012). In 2017, he received certification as a hypertension clinician from the American Hypertension Society. He is a fellow of the American College of Physicians (FACP) and The Royal College of Physician (FRCP). Dr. Ali has been the chair to many committees most notably the ethics committee at the Orlando VA Medical Center. He has also served as the Chair of Medicine at Camp Arifjan, Kuwait with the US Army.

Dr. Ali is a recipient of many teaching awards including the Osler's Teaching Award from the University of Central Florida in 2016 and 2017 and the Aga Khan University Best Faculty Award in 2019. He has multiple scholarly publication in various peer-reviewed journals and has co-authored many abstracts presented both nationally and internationally. He is heavily involved in Graduate Medical Education, teaching both residents in students as well as assisting with research projects, abstracts, and peer review publications. His special interests lie in improving better communication between patients and their healthcare providers.



**Dr. Wilfred MARUBE**
Researcher

Dr. Wilfred Marube has an experience of over a decade in public relations and commu nication management as a practitioner, facilitator, trainer and scholar. He is a faculty member of School of School of Humanities and Social Sciences at Strathmore Uni versity and has a PhD in communication studies from Moi University and MA Arts from Egerton University.

Dr Marube has been involved in many projects among them development of stra tegic plans, communication strategies, communication audits, change management communication and training programmes.

He is a former President of Public Rela tions Society of Kenya and the immediate past CEO of Kenya Export Promotion and Branding Agency. Some of Dr. Marube's published works include Communication initiatives for the im provement of infrastructure: A study of water and sanitation programmes in informal settlements in Kenya; Has the Kenyan Public Relations and Communication Manage ment Industry Come of Age and A normative reflection on the practice of public relations and or corporate communication in Kenya.



**RONALD BEINOMUGISHA**
Vice President, Public Relations Association of Uganda (PRAU).

Mr. Ronald Beinomugisha is a Ugandan strategic communications professional, public relations practitioner, educator, and entrepreneur with experience spanning corporate communications, media management, marketing, stakeholder engagement, and institutional leadership.

He currently serves as Communications Officer at All Saints' Cathedral, Kampala (ASCK), Diocese of Kampala where he leads communication strategies, media engagement, digital storytelling, and public relations initiatives that strengthen institutional visibility and community engagement.

Ronald previously served at Uganda Christian University (UCU), where he worked as a Public Relations Officer and lectured in Public Relations and Communication for four years. His professional experience also includes serving as Head of Student Recruitment at Victoria University and Executive Secretary of the Uganda Society of Architects. He continues to serve as Secretary General of the Uganda Christian University Alumni Association, providing leadership in alumni engagement, coordination, and institutional relations.

In professional leadership, Ronald serves as Vice President of the Public Relations Association of Uganda (PRAU) and Board Chair of the PR and Communication Practitioners SACCO. He is also the founder of Epicom BPO Ltd, a business process outsourcing venture focused on business innovation and service excellence.

His professional memberships include the Public Relations Association of Uganda (PRAU), the Institute of Corporate Governance of Uganda, Uganda Marketers Society, and Uganda Red Cross Society.

Ronald is passionate about strategic storytelling, reputation management, digital transformation, leadership development, and entrepreneurship. He champions effective communication as a strategic tool for building trusted institutions, strengthening professional networks, inspiring innovation, and driving sustainable organizational growth. Beyond the titles and professional accomplishments, Ronald is recognizable for his signature bowtie, a distinctive expression of his personal brand, confidence, and attention to detail. For him, the bowtie is more than an accessory; it is a statement of distinctiveness, professionalism, and the power of making a lasting impact.



**SAADA HASSAN CHEBET**
Senior Communications Officer, International Centre for Reproductive Health -Kenya

Saada Hassan is a strategic communications professional and trained multimedia journalist with experience spanning journalism, humanitarian action, and the health and development sectors. She currently serves as a Senior Communications Officer at International Centre for Reproductive Health-Kenya (ICRHK), where she advances strategic communications, health advocacy, and evidence-driven storytelling to strengthen policy influence and public health impact.

Her professional background in journalism has shaped her approach to communicating complex issues at the intersection of health, gender, and sustainable development. She has engaged with global leaders and covered high-level international forums, including the fifth session of the United Nations Environment Assembly (UNEA-5). In 2021, she was awarded a Tableau Fellowship by Equal Measures 2030 in recognition of her engagement with data-driven storytelling. In 2022, she was named among the Top 100 Most Influential Muslim Women in Media.

Saada's work is grounded in the belief that strategic communication is essential to bridging the gap between research, policy, and practice. She is particularly interested in how evidence, storytelling, and digital innovation can shape public discourse, strengthen accountability, and accelerate progress in health and development.



**PATRICK NDUNG'U**
Head, Corporate Communications - Kenyatta University Teaching Referral & Research Hospital

Through my professional engagement at Kenyatta University Teaching, Referral and Research Hospital (KUTRRH) as head of corporate communications, I contribute to advancing institutional communication, public awareness, and the communication of specialised healthcare services. His interests include strategic communication, corporate branding, media relations, stakeholder engagement, and the role of digital platforms in shaping public discourse.

My research interests focus on management information systems, digital inclusion, and organisational performance, particularly within Kenya's evolving digital economy. My research and publications reflect a commitment to understanding how technology, communication, and organisational strategies can improve service delivery and institutional effectiveness.

I am a holder of a Bachelor of Science degree in communications and public relations, a Master's Degree in Management Information Systems, and a recently completed Doctorate Degree in Management Information Systems. Key strengths include strategic thinking, professional writing, research and analytical skills, project coordination, teamwork, and translating complex information into accessible public-facing messages. Particular interests include the intersection of communication, technology, leadership, and public service. I am committed to knowledge sharing, continuous professional development, and leveraging evidence-informed communication to strengthen organisations, support meaningful stakeholder relationships, and contribute to sustainable institutional growth.

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