



AFRICA
WEEK **PR**

Redefining PR | Redefining Africa

August 26th - 28th 2026, Nairobi, Kenya

Africa PR Week 2026

CONCEPT NOTE

THE SUMMIT

26-28 August 2026

UNIVERSITY PR CHALLENGE

25 August 2026

VENUE

Mövenpick Hotel Westlands,
Nairobi



CONCEPT NOTE

OVERVIEW

THE CONTINENTS COMMUNICATORS, IN ONE ROOM.

Africa PR Week is the continental gathering for public relations and strategic communications. For three days in Nairobi, the people who shape how Africa is understood come together: agency founders, corporate communications directors, government communications leads, C-suite executives, academics, journalists, and the creators defining the continent's voice.

The theme for 2026 is **Redefining PR, Redefining Africa**. The premise is simple. For too long, Africa's story has been told from the outside. This summit is where African practitioners take ownership of the narrative.

This is not a conference about the industry. It is a working summit structured around real outcomes: sharper practice, stronger networks, and a clear sense of where the profession is headed.

700+
delegates

40+
African markets

Built by African practitioners, for African practitioners.

CONCEPT NOTE

WHY NOW

PR IN AFRICA HAS MOVED FROM THE BACK OFFICE TO THE BOARDROOM.

Reputation, trust, and narrative are now strategic assets that decide whether organisations and nations are believed, backed, and invested in. The practitioners who manage them carry more weight than ever — yet the continent has lacked a flagship platform that treats African PR as a serious professional discipline rather than a support function.

Africa PR Week fills that gap. It is the moment the field gathers to compare notes, raise the bar, and decide what African communications stands for. Partnering with the summit means standing at the centre of that conversation as it takes shape.

“**Reputation is now a strategic asset — and the people who manage it belong in the room where decisions are made.**”

WHO YOU REACH

THE PEOPLE WHO OWN BRAND, REPUTATION, AND BUDGETS.

The room is built from the decision-makers who control how Africa communicates.



PR agency founders & MDs

The leaders building the firms that shape African practice.



Corporate comms & brand directors

Custodians of reputation inside the continent's biggest organisations.



Government & public sector comms

The voices managing national and institutional narrative.



C-suite executives & decision-makers

The people who set strategy and sign the budgets.



Academics & the next generation

Educators and rising practitioners defining the discipline's future.



Journalists, media leaders & creators







Influencers and content creators defining the continent's voice.






THE APRW NETWORK

A COMMUNITY THAT STAYS ENGAGED ACROSS THE YEAR.

The summit is the live heart of the Africa PR Week Network – six membership categories spanning 40+ African markets.

 <p>Professionals Practising communicators across in-house and consultancy roles.</p>	 <p>Agencies Firms shaping reputation strategy for clients continent-wide.</p>	 <p>Media & Journalists Reporters and editors covering the continent's stories.</p>
 <p>Influencers & Creators Content creators carrying narrative to new audiences.</p>	 <p>Creatives Designers, writers and producers behind the work.</p>	 <p>Academics & Educators Teaching and researching the next generation of practice.</p>

THREE CONNECTED EXPERIENCES.

 <p>26-28 AUG</p> <p>The Summit Keynotes, panels, and frank discussions on the state and future of African communications, led by senior practitioners from across the continent.</p>	 <p>Masterclasses & Workshops Hands-on, practitioner-led sessions including a live crisis simulation delivered with brands like Polpeo & Praxis built to sharpen real-world capability, not just inform.</p>
 <p>25 AUG</p> <p>Africa University PR Challenge The talent pipeline of the summit. A continental competition connecting the brightest students with mentors and industry leaders, ahead of the main programme.</p>	

SPONSORSHIP TIERS

	Title Partner	Silver Partner	Bronze Partner	Supporting Partner
Contribution	50,000 USD	20,000 USD	6,000 USD	2,000 USD
Branding	Premier logo on main stage, all programme materials, website & media walls	Prominent logo on stage, programme & media walls	Logo on programme & event signage	Logo on website & programme
Speaking	Opening keynote or featured fireside	Keynote or panel feature	Panel speaking slot	Introduce a speaker or session
Exhibition / Activation	Premium activation space, prime location	Premium booth	Standard booth	Shared exhibition table
Delegate Passes	[10] VIP passes	[8] VIP passes	[6] passes	[2] passes
Awards & Gala	VIP table plus stage recognition	VIP table	Reserved seats	Named recognition
Content & Media	Continental campaign feature plus dedicated interview	Campaign feature plus press release	Social & email feature	Social mention
AUPRC Association	Headline mentor or category partner	Mentor association	Programme mention	Logo in AUPRC materials
Year-Round Campaign	Full inclusion across all channels	Inclusion across primary channels	Standard inclusion	N/A



ADD-ON OPPORTUNITIES

OWN A SPECIFIC MOMENT.

Opportunity	Contribution	What it includes
Masterclass / Workshop Partner	5,000 USD	A session branded "presented by your brand", including the crisis simulation, plus a speaking role for a senior executive.
Africa University PR Challenge Partner	10,000 USD	Headline association with the continental talent pipeline: mentorship visibility, category naming, and student-facing branding.
Networking Reception Partner	2,000 USD	Branding across reception spaces, signage, and recognition during the programme.
Delegate Bag / Lanyard Partner	3,000 USD	Logo on the items every delegate carries throughout the summit.



Africa's narrative is being rewritten. Help shape who tells it.

To discuss partnership and tailor a package to your goals, get in touch.

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AFRICA
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BEYOND CONVERSATIONS

AFRICA GLOBAL PR WEEK 2025



Redefining PR. Redefining Africa.