

EXPERIENCING PR 2025 CONFERENCE AGENDA

Registration & Networking	9:30 am - 10:00 am	
Introduction	10:00 am - 10:05 am	 Isabella Adediji Conference Host
National Anthem	10:05 am - 10:10 am	
Welcome Address	10:10 am - 10:15 am	 Dr. Yefity Ogunnubi Chair, Conference Planning Committee, EPR 2025
Keynote Address - PR for Results: Innovative Strategies for Business and Leadership Transformation	10:20 - 10:50 am	 Dr. Jumoke Oduwole, MFR Honorable Minister, Federal Ministry of Industry, Trade and Investment (MITI)
Founder's Address	11:00 - 11:10 am	 Tolulope Olorundero Founder, Nigerian Women in PR & Convener, Experiencing PR Conference
EPR 2025 Magazine Launch	11:10 - 11:25 am	 Yinka Adebayo, FRPA Group Executive Director, West & Central Africa, Omnicom Media Group
Special Address 1	11:25 - 11:30 am	 Advita Patel 2025 CIPR (Chartered Institute of Public Relations) President
CEO Chat	11:35 - 12:05 am	 Paul Onwuaniwe Founder & Group CEO, Landmark Group  Nkechi Alade Principal business consultant, Evarista Limited
Advertisement	12:05 - 12:10 pm	
Special Address 2	12:10 - 12:20 pm	 Kate Midttun Chair, Middle East Public Relations Association (MEPRA)
Sponsors video	12:20 - 12:25 pm	
Networking Break	12:25 - 12:45 pm	
Industry Panel - PR Strategies to Win Quiet Wars in Business and Government	Panel Lead Speaker 12:50 - 1:00 pm Panel Discussion 1:00 - 1:40 pm	 Israel Opayemi MD/Chief Strategist, Chain Reactors Africa  Rosemary Olor Account Director, PR & Strategic Comms, APD Group  Victoria Uwadoka Corporate Comms, Public Affairs & Sustainability Lead, Nestle  Kanyi Mwangi Comms Director, East and West Africa, Mastercard  Ginkanwa Frank-Durugbor Head of Comms, Brand & Events at Ecologic Africa FC
Leaders Lounge	1:45 - 2:20 pm	 Gbenga Totoyi HR Thought Leader  Dr. Glory Edozien Founder & President, 9165Check
Icebreaker - Exercise	2:20 - 2:30 pm	Exercise Lead Coach Emike Dania
Authors' Corner	2:35 - 2:55 pm	 Chiomawachuku Moderator Corporate Affairs Manager, JTI  Ayodun Akinlerwa Global Head of Communications, The Evolution Church  David Akinfenwa Head of Corporate Comms and Public Relations, Sella  Adedoyin Jayesimi Co-founder, The Comms Institute
Mentorship Chat	3:00 - 3:30	Business Mentorship Chat  Funke Bucknor-Olorun Investor & CEO, The Entrepreneur's Edge  Oluchi Ajala Chief of Staff, Deloitte Industry Mentorship Chat  Odion Alabaoba Global Content Officer  Joy Nigwelo Chairman, The Lagos African Ambassadors
Vote of Thanks	3:35 - 3:40 pm	 Ayomide Oyetunde Corporate Communications and Partnership Manager, NIPRP
Photographs	3:40 - 4:00 pm	