

EPR 2026

Partnership Proposal

Introduction

Evolving policies, shifting business models, and emerging communication channels have underscored the critical role of Public Relations, yet many organisations and government leaders still underestimate its power. The Experiencing PR Global Summit provides a platform to showcase real-world case studies that demonstrate public relations as a core driver of sustainable growth.

A promotional poster for the Experiencing PR Global Summit 2026. The background is dark green with a subtle pattern of white dots and lines. At the top, it says 'FIFTH ANNIVERSARY' in small white letters. Below that, 'EXPERIENCING PR' is in large white letters, and 'Global Summit 2026' is in a green script font with a red underline. A green rounded rectangle contains the word 'THEME:'. Below it, a dark green rounded rectangle contains the text 'Beyond Aid: Leveraging PR to Amplify Stories of Success from Emerging Markets'. Another green rounded rectangle contains '5 webinars', and a white rounded rectangle contains '5 global partners'. At the bottom right, there is a photo of a Black woman and a Black man in professional attire. The bottom left contains social media icons for Instagram, Facebook, and LinkedIn, followed by '@ExperiencingPR', the website 'www.experiencingpr.com', and the email 'engage@experiencingpr.com'. At the very bottom, it says 'CONVENOR: PRWF' with a logo. The poster is framed by a white border with rounded corners.

FIFTH ANNIVERSARY

EXPERIENCING PR
Global Summit 2026

THEME:

Beyond Aid: Leveraging PR to Amplify Stories of Success from Emerging Markets

5 webinars

5 global partners

@ExperiencingPR
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CONVENOR: **PRWF**

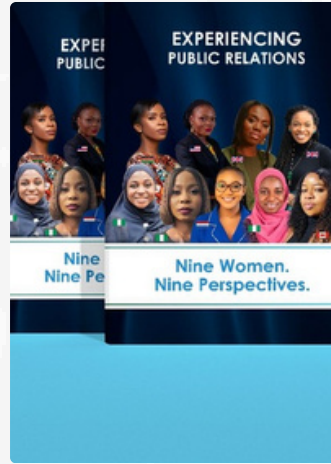


About EPR Summit

The Experiencing PR Summit, now in its fifth edition, is a business convening dedicated to showcasing the transformative power of public relations in business, government, and society. The Summit has grown into the leading platform for multi-level stakeholder education and advocacy on the economic value of public relations. It is a high-level global meeting empowering decision-makers to leverage public relations for innovation and lasting growth.



Previous Publications



Number of downloads of the EPR Magazine and Books

Print - 2000

E-copies - 6000+

Contributors

Ghana | Kenya | USA | South Africa | France | India | Russia | Canada | Rwanda | UK



EPR Focus for 2026

For decades, the global narrative around emerging markets, particularly in Africa, Latin America, and parts of Asia, has been largely shaped by dependency on foreign aid.



While aid has served crucial purposes, it has also often overshadowed the remarkable innovations, enterprise, and resilience unfolding across these regions. This reality compels emerging economies to take greater control of their stories and development agendas.



Elevating Conversations Beyond Aid

The Experiencing PR Global Summit 2026 uses this timely moment to highlight public relations as a strategic tool for narrative ownership, economic self-determination, and perception shift.



The Summit will unpack how Public Relations becomes the new development currency to tell success stories that command respect, funding, partnerships and sustainable investment. This hybrid event aims to connect global thinkers to local game changers.

EPR 2026 Theme

Beyond Aid: Leveraging PR to Amplify Stories of Success from Emerging Markets

In a world grappling with donor fatigue, global political shifts, and increasing demands for self-reliance, emerging markets are redefining what progress looks like. From tech hubs in Nairobi to tourist attractions in Rwanda and creative industries in Lagos, real change is happening, and it deserves global recognition.

This theme positions PR as the bridge between economic credibility and global perception, offering measurable strategies to shape how emerging markets are seen and engaged with. The 2026 Summit is not just about shifting narratives; it is about showing the world that emerging markets are not waiting to be saved, they are ready to be seen.



EPR 2026 at a Glance

Webinar Series: 5-part webinar series with global partners of the PRWF

Founder Podcast Features - accomplished entrepreneurs selected across the continent featured in the EPR-partner podcast series

Target Audience

Senior Business Leaders

Government Officials

Policy Makers

Experienced
Professionals



Virtual Delegates

5000+ Delegates

10+ countries

3+ continents

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Summit Features

Panel Sessions

Fireside Chat

Live Mentorship Session

Global Conversations

.....



EPR 2026 Event Breakdown

5-Part Founder Podcast Series

Conversations with Strategic Founders across different sectors in Africa who have scaled their businesses without aid.

EPR 2026 Regional Webinars

Anchor partners to host 2026 EPR conversations across each African region (East Africa, Southern Africa, North Africa, and West Africa) each week before the Grand Finale week.

In-person EPR Conversation

This is designed to foster open dialogue, shared learning, and strategic reflection, helping business leaders understand succession planning and how storytelling and leadership visibility contribute to long-term business success.

WHY YOU SHOULD BE A PART OF EPR 2026



Value for Businesses and Corporate Organisations

EPR 2026 provides unparalleled opportunities for brands and corporate organisations to position themselves as forward-thinking and impact-driven.



01

Leverage brand storytelling for investment attraction and reputation building

02

Connect with innovators across the world who are using PR to scale impact

03

Gain insights from real case studies of businesses that have elevated their relevance through PR.

04

Position your company as a narrative leader in the global development and private sector space

01

Access exclusive interviews, data-driven insights, and global success stories rarely told

02

Network with changemakers shaping authentic narratives in emerging economies

03

Gain visibility as a media partner committed to reframing stories of success from emerging markets

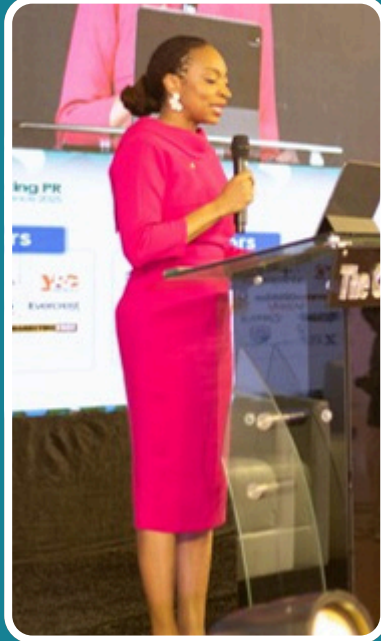
04

Discover alternative angles to donor-dependent reporting and tell stories of growth, resilience, and innovation

Value for Media Organisations



Value for Government and Policy Makers



01

Understand the role of narrative in policy acceptance, reform communication, and citizen engagement.

02

Discover how PR is being applied to promote non-aid narratives and build soft power in the Global South.

03

Explore partnerships that can strengthen the government's public diplomacy, tourism, and development visibility

04

Engage in policy-forward panels that explore how storytelling can complement legislation and reform agendas

Previous Partners and Sponsors



Previous Speakers

NIGERIAN WOMEN in PUBLIC RELATIONS Presents

#ExperiencingPR
#ExperiencingPRbyNGWiPR

Experiencing PUBLIC RELATIONS

...an experiential event & virtual book launch

Keynote Speaker



Omotola Oyebanjo
Head Corporate Affairs and Communications
Africa & Middle East, Tyfield

Chief Launcher



Olusegun Mcmedal
Chairman, Lagos State Chapter
Nigerian Institute of Public Relations

Book Launch!



Panelists



Chinwendu Ohakpougwu
Financial Communications Lead
Hill Knowlton Strategies Nigeria



Laide Agboola
Co-Founder & CEO, Purple



Adetayo Bamiduro
Co-founder & CEO, MAXag



Efeturi Doghudje
Head Marketing & Corporate Communications, VTD Group Plc

11am WAT
MAR 6, 2021

For sponsorship enquiries, contact:
09022496806, 08024452344

Register here:
<http://bit.ly/ExperiencingPR>


Partners:




NIGERIAN WOMEN in PUBLIC RELATIONS ExperiencingPR

#ExperiencingPR


EXPERIENCE PANEL SPEAKERS




Dr. Yemi Kale
Partner, KPMG Nigeria & Former CEO, National Bureau of Statistics



O'tega Ogra
Group Head & Director of Corporate Communications, BUA Group




Odunayo Eweniyi
COO & Co-Founder, Piggymart




Temitope Oguntokun
Corporate Affairs & Legal Director, International Breweries


INDUSTRY PANEL SPEAKERS




Mimi Kalinda
Co-Founder, Africa Communications Media Group




Omasan Ogisi
GM-Corporate Affairs MTN Nigeria



Bidemi Zakariyau Akande
Founder, LSF PR



Odion Aleobua
Founder, Madon Communications



Tokunboh George-Taylor
Managing Director, HillKnowlton Strategies, Nigeria

THEME:

Beyond Crisis:

PR for Perception Management in Business & Public Affairs

30th March, 2023 | 10:30am

Alliance Française, Ikoyi, Lagos.

HYBRID - VIRTUAL & IN-PERSON

09022496806, 08024452344 | ngwomeninpr@gmail.com | www.ngwomeninpr.org/ep/2023 | #ExperiencingPR2023

Conference Speakers



Ndidi Okonkwo Nwuneli
Founder, Okonkwo Nwuneli & Associates



James Nwesi
CEO, Nwesi & Nwesi



Ronke Gbira-Onafusa
Founder, Gbira-Onafusa & Associates



Debbie Iyari-Isonje
CEO, Iyari-Isonje



Oanyi Aile
CEO, Aile & Associates



Lucy Pearson
CEO, Pearson & Associates



Nene Isahumen Bello
CEO, Bello & Associates



Oluwasele Ajibola Akintokun
CEO, Akintokun & Associates



Isidji Akintola
Founder, Akintola & Associates



Bone Barry
Founder & CEO, Barry & Associates



Edemekong Iyoh
CEO, Iyoh & Associates



Yemi Bodejo-Oluwayemi
CEO, Bodejo-Oluwayemi & Associates



Oluwasele Akintola
CEO, Akintola & Associates



Jesufemi Akintola
CEO, Akintola & Associates



Ayobami Awode
CEO, Awode & Associates



Joyce Awosika
CEO, Awosika & Associates



Hemant Gault
CEO, Gault & Associates



Odi Bawa-Magellan, FCS
CEO, Bawa-Magellan & Associates

THEME:
QUIET WARS: Leveraging Public Relations for Conflict Management

20th March, 2024
9:30am prompt (WAT)

**The Civic Centre,
Lagos, Nigeria**
Hybrid Conference

Partners & Sponsors:



Keynote Speaker
Dr. Jumoke Oduwole, MFR
Honorable Minister, Federal Ministry of Industry, Trade & Investment (FMITI)



CEO CHAT

Paul Onwuanibe
Founder & Group CEO, Landmark Group



Israel Opayemi
MD/Chief Strategist, Oduwole & Associates



Funke Bucknor-Obruthe
Founder & CEO, The Zaphira Events Group



Victoria Uwadoka
Corporate Communications, Public Affairs & Sustainability Lead, Naira



Kanyi Mwangi
Communications Director, East and West Africa, Mastercard



Ginikanwa Frank-Durugbor
Head of Corporate Brand & Events of Lafarge Africa Pte



Kate Midlton
Chair, Middle East Public Relations Association (MEPRA)



Advita Patel
2023 CIPRO Chair, Institute of Public Relations President



Gbenga Tolay
HR Thought Leader



Dr. Glory Edozien
Founder & President, InspiroChief Executive Council, Midhigh Communications



Odion Aleobua
Chief Executive Officer, Midhigh Communications



Nkechi Alade
Principal Business Consultant, Evoke Ltd



Rosemary Ofori
Account Director, PR & Strategic Communications, APO Group



Chima Nwachukwu
Corporate Affairs Manager, Japan Tobacco International



Joy Ngwolo Udemezue
Chairman, The Comex Avenue, Anambra



Oluchi Alaja
Chief of Staff, Association

Wed 19th March 2025 9:30AM

**The Civic Centre,
Lagos, Nigeria**
Mode: Hybrid

Register Now:
<https://experiencingpr.com/>





Testimonial from Past Participants

"The conference was a big hit for me. I was both impressed and inspired. There were so many learning moments for me and I look forward to the next event." - Stella Olugbemi (EPR 2024)

I'm glad I was exposed to a more precise perspective of public relations. It was presented in a simplified and achievable manner. - Theresa Etukudo (EPR 2024)

"The conference was a treasure trove of knowledge and insights. The lineup of speakers was exceptional, featuring experts and thought leaders from diverse fields. Each session was well-curated and thought-provoking, leaving me with valuable takeaways and a deeper understanding of how to better sell PR to potential clients. Hopefully, the conference will be uploaded on YouTube so as to reference the knowledge now and then." - Fatihah Ayinde (EPR 2024)

"It was well organised, and commenced on time. I have to commend that. Also, several email reminders were sent prior to the events. We were well fed with the snacks and goodies, and with lots of knowledge. Kudos to Mrs. Tolulope Olorundero and her team. Well done!!!!" - Tolulope Babalola (EPR 2025)

The EPR Conference was very insightful and rich. It helped me feel like I was not alone, and that's important, especially as professionals. It has also given me access to diverse perspectives as in that same conference, we had people in technology, politics, and leaders who develop policies.." - Eyitemi Adebawale (EPR 2025)

It was wonderful, excellent speakers, great varieties of snacks, amazing time management, a needed break and healthy brief exercise, the last Entrepreneurship segment with headset was amazing." - Eborty Belisha Ele (EPR 2025)



Contact Us

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