

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.



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
.....



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

Experiencing **PUBLIC RELATIONS**

...an experiential event & virtual book launch

Keynote Speaker

Omotola Oyebanjo
Head Corporate Affairs and Internationalization,
Africa & Middle East, Upfield

Chief Laucher

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

Panelists

Chinwendu Ohakpougwu
Financial Communications Lead
Hill Knowlton Strategies Nigeria

Laide Agboola
Co-Founder & CEO, Purple

Adetayo Bamiduro
Co-founder & CEO, MAX.BG

Efeturi Doghudje
Head Marketing & Corporate Communications, VFD Group Plc

Book launch!

11am WAT
MAR 6, 2021

For sponsorship enquiries, contact:
09022496806, 08024452344

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

Partners:


 NIGERIAN WOMEN
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EXPERIENCE PANEL SPEAKERS


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


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


Odunayo Eweniyi
COO & Co-Founder,
PiggyWest


**Temitope
Oguntokun**
Corporate Affairs &
Legal Director,
International Breweries

INDUSTRY PANEL SPEAKERS


Mimi Kalinda
Co-Founder,
Africa Communications
Media Group
Lead Speaker


Omasan Ogisi
GM-Corporate Affairs
MTN Nigeria


**Bidemi Zakariyyau
Akande**
Founder, LSF PR


Odion Aleobua
Founder,
Motion Communications


**Tokunboh
George-Taylor**
Managing Director,
Hill-Knowlton Strategies,
Nigeria

THEME:
Beyond Crisis:
PR for Perception Management in
Business & Public Affairs

30th March, 2023 | 10:30am

Hybrid - Virtual & In-Person

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Experiencing PR
Annual Conference 2024



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:



Experiencing PR
Annual Conference 2025

THEME:
PR for Results: Innovative Strategies for Business and Leadership Transformation





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)

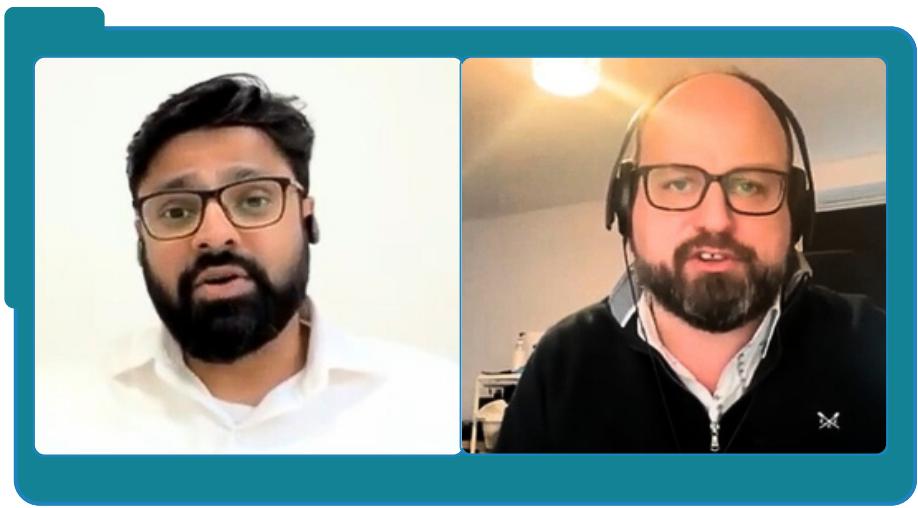
I'm glad I was exposed to a more precise perspective of public relations. It was presented in a simplified and achievable manner. - Theresa Etukudo (EPR 2024)

"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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