

EAPRW

EAST AFRICA PR WEEK

2026 EAST AFRICA PR WEEK
CALL FOR PAPERS
2ND – 6TH NOVEMBER 2026
MALINDI, KILIFI COUNTY

Participant Countries



Background

The East Africa PR Week (EAPRW) is the region's premier gathering of public relations and communications professionals — convening practitioners, academics, policymakers and industry leaders from across East Africa to advance the profession, share knowledge and shape its future. Hosted on a rotational basis by member associations of the East Africa Public Relations Association (EAPRA), the 2026 edition returns to Kenya for its fifth instalment.

The East Africa PR Week has, over the years, tracked the profession through its most defining shifts. From unity and collective purpose, to trust and the strategic role of PR in governance, each edition has pushed the profession to reckon with what it owes the region it serves. The 2026 edition arrives at another inflection

point: artificial intelligence is reshaping how communication is created and consumed, the demand for credible sustainability narratives is growing, and the battle to control Africa's story has never been more consequential.

The 2023 and 2024 editions challenged practitioners across the region to advance excellence and harness PR as a force for East African unity. The 2025 edition placed trust at the centre. In 2026, the question is sharper: what does the profession do next?

This is not merely a conference. It is a deliberate moment for the East African communications community to define, on its own terms, where the profession goes from here.

Objectives

The objectives of the 2026 Summit are to:

1. Provide a platform for East African communications professionals to collectively examine the state of the profession and chart its future direction.
2. Advance the body of knowledge in public relations and communication management across the East African region.
3. Examine the evolving strategic role of PR in a rapidly changing technological, socio-political and economic landscape.
4. Foster regional dialogue on AI, ethics, sustainability, governance and professional standards.
5. Elevate the visibility of PR as a strategic leadership function in boardrooms, policy spaces and governance across East Africa.
6. Strengthen professional networks, mutual recognition and collaborative standards among East African PR associations.
7. Celebrate excellence and innovation in communications practice across the region.

Call for Conference Papers

You are invited to submit papers aligned to the following thematic areas:

Track 1:

AI, Technology and the Future of Communications

Artificial intelligence is no longer an emerging theme – it is the operating environment. This track explores how communicators in Africa are deploying (or resisting) generative AI, automation, algorithmic media and

synthetic content. It further assesses the profession's ethical obligations in an AI-saturated landscape. Sessions include case studies from East African newsrooms, agency transformation stories and a live showcase of AI tools.

- Generative AI in PR and communications: Tools, workflows and professional implications.
- Algorithmic media, platform governance and the changing information environment.
- Synthetic content, deepfakes and the ethical obligations of the communicator.
- AI-powered analytics: Audience intelligence, media monitoring as well as data-driven strategy.
- Automation and the future of the communications workforce.
- AI adoption in East African newsrooms, agencies and communications departments.
- Global AI governance and its significance for communications professionals

Track 2:

Communications, Governance and Citizen Trust

This track examines how strategic communication builds or erodes public trust – exploring election communications, crisis management, regulatory policy and the

professionalisation of PR across the region. A key session will bring together communications leaders from across the EAC member states to discuss shared challenges and solutions.

- Government communications and citizen trust: Accountability, transparency and engagement across East Africa.
- Election communications and political PR: Ethics, influence and the public interest in the region.
- Crisis communications by public institutions: Lessons and case studies from across East Africa.
- Professionalisation and regulation of PR across EAC member states: Where are we?
- The communicator's role in strengthening democratic governance and public accountability in the region.
- Disinformation, counter-narratives and the communicator's responsibility to the public interest.
- Communications legislation across East Africa: Comparative frameworks and implications for practice.

Track 3:

Sustainability Communications and ESG Storytelling

This track addresses the demand for credible sustainability narratives amid growing ESG expectations in Africa. Explore disclosure frameworks,

climate communications, PR's role in sustainability agendas and successful strategies for communicating impact.

- ESG disclosure, sustainability reporting and the communicator's role in corporate accountability.
- Greenwashing, credibility and the ethics of sustainability communications.
- Climate communications in the African context: Promoting action, managing risk and sustaining trust.
- PR's contribution to AU Agenda 2063 and UNEP sustainability agenda.
- SDG communications: Driving awareness, adoption and accountability at the national level.
- Communicating impact to investors, donors and skeptical publics.
- Case studies in sustainability communications excellence from East Africa.

Track 4:

African Narratives, Media and the Battle for Perception

This track explores who shapes Africa's narrative—covering global media biases, the emergence of African media, diaspora influence and the effects on

brands and governments. Key session features leaders discussing media-PR collaborations.

- Structural biases in global media coverage of Africa and their effects on communications strategy.
- The rise of African-owned media platforms and the reclaiming of narrative sovereignty.
- Diaspora storytelling, pan-African identity and purposeful communications.
- Media-PR relations in East Africa: Trust, access and the shifting media terrain.
- Digital media and the shifting power dynamics in African public discourse.
- Brand Africa: Managing continental reputation in a delicate geopolitical environment.
- Countering negative stereotypes and advancing authentic African narratives.

Track 5:

Brand, Culture and Creative Leadership

This track celebrates creative excellence – showcasing outstanding campaigns from across the region – and explores how brand storytelling, influencer ecosystems and cultural relevance are

reshaping what effective PR looks like in East Africa. Includes the EAPRW Regional Communications Excellence showcase.

- Brand storytelling and cultural intelligence: Building resonant narratives for African audiences.
- The influencer ecosystem in East Africa: Opportunities, risks and the future of creator-led communications.
- Creative campaigns that drove measurable impact: Case studies from the continent.
- Internal communications and employer branding in the competition for talent.
- Integrated communications and the transforming role of the agency in a digital-driven world.
- Measuring creative effectiveness: From gut feel to evidence-based evaluation.

Track 6:

The Business of Communications – Agency, Consultancy and Career

This track equips practitioners for the business realities of communications in East Africa. Topics include pricing methods, client management, talent

retention, market patterns and career growth for women and young professionals.

- Agency business models, pricing and profitability in the East African market.
- Client-agency relationships: Managing expectations, scope and strategic-oriented value.
- Talent attraction, development and retention in communications businesses.
- Pathways to senior leadership: Advancing women and young professionals.
- Personal branding and career sustainability in a competitive regional marketplace.
- Mental wellness, resilience and preventing burnout in the communications profession.
- The future of communications consultancy: Specialization, scale and emerging service lines.

Track 7:

The East African PR Agenda – Policy, Standards and Regional Integration

This track brings together East African PR association leaders to converge on professional standards, mobility and collective growth in the region. The focus is on regulation, recognition and knowledge sharing.

- The state of public relations regulation and professionalization across East Africa.
- Mutual recognition, professional mobility and the harmonization of PR standards in the EAC.
- Building a regional PR body of knowledge: Research, publication and knowledge-sharing.
- The role of PR associations in shaping communications policy and national development.
- Cross-border communications and the implications of regional integration for PR practice.
- Case studies in PR practice excellence from Tanzania, Uganda, Rwanda, Burundi, Ethiopia, South Sudan, DRC and beyond.
- The future of East Africa PR Week: Vision, governance and regional impact.

Submission Categories

To encourage diversity of contributions, members may submit in the following formats:

- Research Papers (academics, thought leadership, policy-focused work).
- Case Studies (campaigns, lessons learned, corporate/government best practices).
- Workshops/Masterclasses (skills-based sessions).

Submission Guidelines

1. **Abstracts should be no more than 300 words**, explicitly outlining the purpose, relevance and contribution of the proposed paper.
2. Submissions should indicate the relevant track under which the paper falls.
3. All abstracts must be submitted in **Word format** via e-mail to: **admin@prsk.co.ke** with the subject line: EAPRW 2026 Abstract Submission.
4. Deadline for submission of abstracts: **Thursday, 06th August 2026**.
5. Notification of acceptance: **Tuesday, 01st September 2026**.
6. Submission of full presentations (max 12 slides): **2nd to 6th November 2026. All presentations will be delivered in person at the EAPRW venue in Malindi, Kenya.**
7. Late submissions will not be considered.

Evaluation Criteria

Submissions will be evaluated based on:

1. Relevance of topic to the Summit theme and selected track; title should be no more than five words **(Maximum Score: 5 points)**
2. Abstract presented as a single paragraph of 150–300 words in Word format **(Maximum Score: 5 points)**
3. Originality and innovation **(Maximum Score: 20 points)**
4. Depth of subject matter and avoidance of generalities **(Maximum Score: 20 points)**
5. Practical contribution to PR practice or research **(Maximum Score: 25 points)**
6. Clarity, structure, and adherence to submission guidelines **(Maximum Score: 25 points)**

Speaker Benefits

- Authors of accepted papers will be invited to present at the Summit before an audience of 1,000+ delegates.
- Selected speakers will receive recognition certificates.
- Accepted speakers will also enjoy discounted Summit registration fees and media visibility through conference channels.

Contact

For queries, please contact admin@prsk.co.ke.



**THEME: REIMAGINING
COMMUNICATION IN EAST AFRICA**

“Shaping the East African Communication Narrative.”

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