



November 6, 2018

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Dear .....,

**INVITATION TO APRA RWANDA 2019**

Greetings from the Executive Council and members of the African Public Relations Association (APRA), the umbrella body for the practice of public relations in Africa.

APRA is a non-governmental, non-profit organization established to foster unity via interaction and exchange of ideas among public relations practitioners in Africa, and through communication, promote social, political and economic integration on the continent.

We will host the 31st edition of our annual conference, tagged APRA Rwanda 2019 in Kigali, Rwanda between May 13-17, 2019, at the Kigali Convention Centre (KCC). This conference which will bring together over 500 practitioners in public relations, media, brand management, advertising, government and other marketing communications professionals, will continue the association's longstanding quest to change Africa's narrative by further defining strategies for driving such change. Our theme: "Africa and Story-telling: Defining the Narratives" will emphasize storytelling as a tool of public relations and a re-evaluation of the ethics of the profession. The conference will be a mixture of plenary sessions, workshops and trending case studies.

APRA Rwanda 2019, is endorsed by the Rwanda Convention Bureau and major global PR associations namely International Public Relations Association (IPRA), International Communications Consultancy Organisation (ICCO), Global Alliance for Public Relations and Communication Management (GA) and African Union Commission (AUC). It will also feature the third edition of the SABRE Awards Africa showcasing the best in public relations work from across the continent. This event is organized in partnership with the renowned Holmes Report.

Parading an enviable array of speakers and facilitators, APRA Rwanda 2019 will help delegates better equip themselves for the various challenges their respective jobs throw up while exposing them to contemporary techniques in modern day strategic communication.

APRA Rwanda 2019 promises to be uniquely different offering a perfect blend of business and pleasure as delegates will also savor Rwanda's rich cultural heritage and wildlife.

APRA now invites you as a delegate to the conference. Details are as follows;

The conference fees are as follows;  
Conference Registration -  
750 USD (Early Bird Registration) valid till January 31, 2019  
950USD (Late Registration) Begins February 01, 2019

**Office of the Secretary General**

**African Public Relations Association**

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Email: secgen@afpra.org, info@afpra.org, janegitau2000@yahoo.com  
Website: www.afpra.org



**Registration and online payment platform is live and transfers can also be made to:**

Deutsche Bank Trust Company, NY

Swift code BKTRUS33

Fed Wire 0210010033

In favor of

Ecobank Nigeria Plc.

04087350

& further credit to;

The Association of African Public Relations Practitioners

Account. No 0322015341 (Dollar account)

Sort code 050150641

Swift Code: ECOCNGLA

Kindly visit the APRA website ([www.afpra.org](http://www.afpra.org)) for registration, information on partner hotels, tour, airlines and conference updates.

We look forward to receiving you in Rwanda.

Please do accept our highest regards.

For further details, please contact Taiye Tunkarimu, the APRA Coordinator on +2348171350933, [apracoordinator@afpra.org](mailto:apracoordinator@afpra.org) or [info@afpra.org](mailto:info@afpra.org) and Debo Raimi on +2348052192455

Sincerely yours,

Jane Gitau

**Secretary General, APRA**

**Regional Delegate-at-Large (Africa), GA**

**Office of the Secretary General**

**African Public Relations Association**

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