



November 14, 2019

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Dear Sir,

**INVITATION TO APRA TANZANIA 2020**

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 32nd edition of our annual conference, tagged **APRA Tanzania 2020** in Dar es Salaam, Tanzania between May 11-15, 2020. This conference which will bring together over 300 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: **‘One Africa! March to Economic Integration & The Role of Public Relations’** will explore opportunities for practitioners and roles public relations can play in the economic integration of Africa. Speakers will discuss issues of trust in public relations, strategic positioning, ethical practices, alternative facts, crisis and issues management, reputation management, security awareness, competitiveness, social responsibility, self-regulation and a heightened focus on global governance initiatives. The conference will be a mixture of plenary sessions, workshops and trending case studies.

APRA Tanzania 2020, is endorsed by the Government of Republic of Tanzania, Public Relations Society of Tanzania (PRST) 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), African Union Commission (AUC) and national associations across the continent. It will also feature the fourth edition of SABRE Awards Africa, showcasing the best in public relations work from across the continent and host the second edition of Innovation Summit (IN2Summit). These events are organized in partnership with renowned Holmes Report.

Parading an enviable array of speakers and facilitators, APRA Tanzania 2020 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 Tanzania 2020 promises to be uniquely different offering a perfect blend of business and pleasure as delegates will also savor Tanzania’s rich cultural heritage and tourism.

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

**Office of the Secretary General**

**African Public Relations Association**

Address: 88B, Oduduwa Crescent, G.R.A, Ikeja, Lagos, Nigeria. Telephone: +234 8120643906 . Cell: +254 718 173388  
Email: [secgen@afpra.org](mailto:secgen@afpra.org), [info@afpra.org](mailto:info@afpra.org), [ianegitau2000@yahoo.com](mailto:ianegitau2000@yahoo.com)



The conference fees are as follows;

Conference Registration -  
Early Bird - 750USD (ends January 31, 2020)  
Regular - 950USD (Begins February 01, 2020)

Tour - 200USD

*(Please note that all conference registration invoice raised within the period of early bird rate will not be acceptable for payment during the regular rate period)*

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

Deutsche Bank Trust Company, Americas, New York  
Swift code BKTRUS33  
Routing (ABA) No: 021001033  
In favor of  
Ecobank Nigeria Limited.  
04087350

& further credit to Beneficiary Customer;  
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 and information on partner hotels, tour, airlines and conference updates. Follow us on our social media platforms @apraonline (Facebook and Instagram) and @apratweets (Twitter) for details.

We look forward to receiving you in Tanzania.

Please do accept our highest regards.

For further details, please contact Taiye Tunkarimu, 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)**

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