



African Union Commission Endorses APRA Botswana 2018

The African Union Commission, (AUC) has endorsed the 30th edition of African Public Relations Association Conference tagged, APRA Botswana 2018.

LAGOS, LAGOS, NIGERIA, March 9, 2018 /EINPresswire.com/ -- The [African Union Commission](#), (AUC) has endorsed the 30th edition of African Public Relations Association Conference tagged, APRA Botswana 2018. The Deputy Chairperson, Kwesi Quartey made this known after accepting APRA's invitation to be Special Guest of Honour at the conference scheduled to take place May 9-11, 2018 in Gaborone, Botswana.

Kwesi Quartey who will also be delivering the key note address at the opening ceremony May 9, 2018, expressed his delight to have accepted the invitation and has shown interest in ensuring the success of the conference. This gesture brings to fore the AUC's commitment in joining hands with APRA to 'Re-PResent Africa' which coincidentally is the theme of this year's conference.

AUC's endorsement comes alongside several others from the International Public Relations Association (IPRA), International Communications Consultancy Organization (ICCO), Global Alliance, Public Relations Networks and National Associations across Africa. Notably, APRA Botswana 2018 will also feature the second edition of the SABRE Awards Africa for Excellence showcasing the best in public relations work from across the continent. This is organized in partnership with the renowned Holmes Report

This 30th edition will have in attendance an enviable array of speakers and facilitators from both within and outside Africa, playing host to professionals from various sectors of the communications industry including public relations, marketing, advertising, branding and the media. APRA Botswana 2018 will focus on issues around Fake News, Ethics and Story Telling as a tool for Public Relations thereby Re-PResenting Africa to the world.

On his part, the President of APRA, Mr Yomi Badejo-Okusanya stated that, delegates will not only listen and learn from these renowned speakers, they will also have the opportunity to experience the beautiful nature of Botswana's rich culture and tradition, little wonder APRA Botswana 2018 is dubbed, The Safari Conference.

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

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