

## **EVENT PROSPECTUS**

# **NATIONAL PR SUMMIT 2019**

### **THEME:**

*Enhancing Ethics, Reputation and  
Technology for Socioeconomic Growth*

**Date: 11<sup>th</sup> June, 2019**

**Venue: Golden Tulip Hotel, Aberdeen, Freetown**

**Time: 8:00 am - 5:00 pm**

**Registration Deadline: 31<sup>st</sup> May, 2019**

**Delegates Registration Now Open**

**REGISTER TODAY**

**National PR Summit 2019**

C/o African Consulting (SL) Ltd.

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# **NATIONAL PR SUMMIT 2019**

## ***Enhancing Ethics, Reputation and Technology for Socioeconomic Growth***

### **Background Information**

In the digital era, communication is widely open, stakeholders are more diverse with various interests. Strategic communication needs to be empowered in a more effective way, sustainable and measurable. We see that digital technology changes people's behaviour thus organizations need different communication strategies. One of the strategic roles of public relations in organization management is to communicate those changes and to anticipate the impact of those changes that need to be addressed by the organization in order to continue to gain public trust and support both internally and externally.

A nation PR Summit could widen the horizon of the stakeholders', refusing the stigma that "PR is dead." PR is a strategic communication that actually needs to develop its role and function in this digital era where there is multi-channel communication, fast-paced, that changes public behaviour. Organizations need to position public relations into a more strategic way so that it can contribute more in communicating organization's values that changes according to the demands of that time. Practitioners are also encouraged to develop new knowledge holistically that has never been considered.

### **About the NPR Summit**

The National Public Relations Summit (NPR Summit) was initiated in Sierra Leone with the fact that public relations is still developing as a fast growing profession in the country. It is a collaborative effort between the Institute of Public Relations Sierra Leone, EcomediaPR and the African Consulting Group. Therefore, the NPR Summit is a source of inspiration to the development of strategic public relations in Sierra Leone.

The summit is a culmination of years of efforts in developing public relations as a strategic management function, being a road map for more conceptual development and professional communication practices. It is a strategic meeting for professionals and academia of public relations in the national and global perspectives.

The NPR Summit presents the latest trend and challenges in the national and regional business and non-business PR practices dealing with communication management based on research, case studies and position papers about the globalization of public relations which impacts all disciplines applicable to any organization.

Our objectives are exploring global networking opportunities leading to nationwide collaboration, sharing new ideas and experience from different perspectives and spreading standard of performance of public relations in a globalized world.

The NPR Summit is a full-day event developed to provide public relations and public affairs professionals with the professional tools and techniques needed to be successful in coming years. The goal of this conference is to detail the wide range of challenges communicators face today and how to deal with them.

The NPR Summit will be held at the Golden Tulip Hotel in Aberdeen, Freetown. It is a great opportunity for you to learn from communications leaders and to share ideas with other public relations and public affairs professionals.

**Featured Presentations Include:**

- **Trends and new Insights** about the future of PR in Sierra Leone.
- **Op-Ed Editors** - Leading editors from the media will talk about editorial policies and current guidelines and recommendations for opinions and commentary submissions.
- **State of Social Media** - EcomediaPR will present its findings on their recent study on social media behaviours and preferences by the public.

**Programs include:**

- Fighting False News - Locally and Globally
- Making the Business Case for PR
- Corporate Responsibility Trends
- Media Training Tips & Techniques
- How to Reach and Work With Industry Trades
- Moving to a Digital Mindset - for Mid and Senior Level Managers
- What PR Pros Can Learn from Today's Buzziest News Outlets
- Measuring Your Online Success
- Crisis Communications
- Reputation Management
- Making the Play Towards Podcasts

**Who Should Attend**

The NPR Summit is open to all communicators and PR practitioners and analysts including:

- Public Relation Officers (PROs)
- Public Affairs Managers
- CSR Managers and PR Consultants
- Marketing Managers and Business Developers
- Company Secretaries
- Communication Specialists
- Journalists and Editors
- Managing Directors of PR firms and Research and Advertising Agencies

**Why You Should Attend**

**As a public relations and public affairs communicator**, you live in a constantly evolving environment – a world where your success depends on staying current with emerging trends and disruptive technologies. The NPR Summit 2019 will put these changes into perspective during our full-day summit.

**The NPR Summit is your opportunity** to meet representatives from traditional and “new” media, learn the latest in social media and attend sessions of specific interest to you - including crisis communication in a social world, research and measurement, employee relations, mobile, video, CSR, and more. The NPR Summit is designed to provide you with timely information and techniques you can take back to your office and use.

## **Dates and Times**

The event will hold on Tuesday, 11<sup>th</sup> June, 2019, from 08h00 to 17h00. You can stay for the whole day, or only attend the sessions that suit your schedule and interests.

## **Venue**

Golden Tulip Hotel (Essential Kimbima Hotel) in Aberdeen, Freetown. Call 07841-5579 for directions.

## **Accommodation**

We have negotiated discounted rates at the hotel/venue for delegates coming from the provinces. Kindly call us at 07841-5579 or email at [info@africanconsultingcorp.com](mailto:info@africanconsultingcorp.com) for more information.

## **Participants' Certification**

At the end of this year's event, all registered delegates and participants will receive an "Attendance Certificate" testifying that they participated in the Sierra Leone PR Summit 2019.

## **Commitment after the Summit**

Our aim is to constantly engage the participants, the public sector, non-profit sector, business community and individuals in continually developing tools that facilitate sustainable national and regional development, growth and stability.

We are making a personal commitment to meet with all the participants individually to address any comments they may have about the Summit, the outcome or the action plan. We intend to ensure that all participants have gained the maximum value possible from the Summit and to ensure that the impact created as a result is being explored and used by the Institute of Public Relations Sierra Leone.

## **Discussion Board**

An online discussion board will be made available after the Summit, for participants to continually discuss issues relating to PR practice across Sierra Leone. This Summit will mark the starting point from which the business community and the public sector can continue to take an active role in developing the practices in HR management in Sierra Leone and where participants will continuously find support in implementing newly evolving practices, trends, tools etc. to create the necessary professional culture behind effective implementation of PR best practices across the country.

## **Speakers' Profile**

Speakers for the Summit are leading experts and professionals in the field of public relations and public affairs, reputation management and crisis communication, public and corporate affairs, regulatory reforms and enforcement. Also, key business leaders such as Board chairmen and senior executives and professionals from both the public and private sectors, including business and management consultants will address delegates at the event.

## **Agenda at a Glance**

This one day event will run as follows:

- 0800 – 0830 – Networking and Registration
- 0900 – 1030 – Session
- 1030 – 1100 – Morning Tea
- 1100 – 1230 – Session
- 1230 – 1330 – Lunch
- 1330 – 1500 – Session
- 1500 – 1530 – Afternoon Tea
- 1530 – 1700 – Q&A Session

### **Summit Methodology/Approach**

The Summit will focus on attaining a deeper insight into the key issues of PR, its role in socioeconomic growth and professional development and in improving PR practice in Sierra Leone. The interactive sessions will provide an opportunity for the participants to contribute to practical recommendations for improving national PR standards and help raise the profile of this important profession. There will be few breaks for refreshments, roundtable discussions, media/press briefs and leadership recognition in PR during the Luncheon ceremony.

### **Delegates Registration**

Participation in the 2019 National PR Summit is “by invitation only.” *Registration fee includes local taxes, and does not include bank charges and insurance for foreign delegates.*

### **Pricing Structure and Costs of Participation**

Regular Delegates Registration closing on Friday, 31<sup>st</sup> May, 2019:

- Foreign Companies, INGOs, UN agencies and Embassies: Le2,000,000 per person/delegate
- Government Agency/Entity, Department or Company: Le,1,500,000 per person/delegate
- Local SMEs, local NGOs and entrepreneurs: Le 1,500,000 per person/delegate

### **Entitlement of the registration fees:**

#### **Delegates:**

- ✓ Access to all programme sessions; event materials
- ✓ Participation certificate and gifts
- ✓ Access to social events, coffee breaks and lunch

To register your delegation or request more information, please contact us at call +232-7841-5579 or email us [info@africanconsultingcorp.com](mailto:info@africanconsultingcorp.com)