

AFRICAN UNION

الاتحاد الأفريقي



UNION AFRICAINE

UNIÃO AFRICANA

---

Addis Ababa, ETHIOPIA P. O. Box 3243 Téléphone : 5517 700 Fax : 5511299  
Web site : [www.africa-union.org](http://www.africa-union.org)

---

**DIRECTORATE OF INFORMATION AND COMMUNICATION**

## **Media Advisory**

### **1<sup>st</sup> All Africa PR and Strategic Communication Summit**

#### **INVITATION TO THE MEDIA TO COVER AND ATTEND THE SUMMIT**

**WHAT:** 1st All Africa PR and Strategic Communication Summit

**WHEN:** 8-10 May 2013 starting at 09:00

**WHERE:** African Union Commission Addis Ababa, Ethiopia

**WHO:** The summit is organized by the African Public Relations Association, with assistance from the African Union Commission. Keynote speakers will be Mr Paul Mutie- President of the African Public Relations Institute; Mr Erastus Mwencha- Deputy Chairperson of the African Union Commission; Mr John Dramani Mahama FIPR- President of the Republic of Ghana; and Mr Haile Mariam Desalegn- Prime Minister of the Federal Democratic Republic of Ethiopia

**WHY:** The summit will seek to find ways of helping to shape and or reshape the perception of Africa

**Participants:** Participants will be public relations experts and media personnel from Africa and beyond

#### **About APRA**

APRA is the successor organization to the Federation of African Public Relations Associations. It has the following objectives: to be the clearing house for public relations information in Africa; to set standards of public relations practice through its code of ethics; to foster the establishment of national and sub regional public relations associations so that the practice can flourish on the continent; to promote African unity and cooperation especially as consultant body to the African Union and its various agencies; to publish bulletins and journals on public relations in Africa; to affiliate with all other similar international professional bodies.

#### **About the Africa Union Commission**

The African Union Commission is the Secretariat of the African Union whose vision is that of "An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in global arena." The mission of the Commission is to become "An efficient and value-adding institution driving the African

integration and development process in close collaboration with African Union Member States, the Regional Economic Communities and African citizens". Guided by its values and principles, the Commission will endeavour to achieve its mission through implementation of clear goals and strategies and by committing the requisite resources for effective discharge of its mandate. This would require the AUC presenting specific proposals to give full effect to its texts, and bring new possibilities and benefits to the citizens of Africa.

**Media Contact**

Wynne Musabayana  
Deputy Head of Information and Communication  
African Union Commission  
Email: [MusabayanaW@africa-union.org](mailto:MusabayanaW@africa-union.org)

**The draft agenda of the opening session of the summit is attached.**

***Journalists are invited to cover the official opening ceremony at 09:00 on 8 May 2013 and to attend the summit***