



## **APRA'S ENDORSEMENT OF BEEC'S 2026 EXECUTIVE DEVELOPMENT PROGRAMMES**

The African Public Relations Association (APRA) is pleased to join the International Public Relations Association (IPRA) once again in endorsing the following programmes proudly hosted by the BEEC.

- 1. 20th International Public Relations Congress**  
Date: 11 - 14 August, 2026
- 2. Effective Public Relations, Digital Communication Management & AI Programme**  
Date: 24 - 27 March, 2026
- 3. Meet the Media, Social Media, AI, Media Relations and Digital Communication Congress**  
Date: 24 - 27 March, 2026
- 4. All Africa Strategic Public Relations & Digital Communication Congress**  
Date: 15 - 18 September, 2026
- 5. Security Public Relations Programme for Armed forces, Police & Paramilitary Public Relations & Communication Management Programme**  
Date: 6 - 8 October, 2026
- 6. All Africa Management & Leadership Congress**  
Date: 23 - 26 June, 2026
- 7. All Africa Management & Leadership Congress**  
Date: 15 - 18 September, 2026

These ***must-attend*** events offer insights into the latest PR and digital communication trends, along with valuable networking opportunities. PR practitioners are encouraged to participate for a rewarding, exciting, and enriching experience.

Thank you.

**Omoniyi Ibietan, Ph.D, fnipr**  
**Secretary General**

### **The Executive Council**

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