



NIGERIAN WOMEN
in PUBLIC RELATIONS

IMPACT REPORT 2023



Executive Summary

Nigerian Women in PR (NGWiPR), established in 2019, serves as a platform for Nigerian women in the field of Public Relations on a global scale. Our mission is to advocate for professional growth, provide essential resources, and spotlight the accomplishments of Nigerian women in the communications industry.

Aligned with UN Sustainable Development Goals 4 and 8, our initiatives focus on education, economic growth, and decent work.

In terms of impact in the year, our membership grew significantly, with 10 Premium members, 1000+ Registered members, and outreach to over 9000 PR women. Our community expanded through subscriptions and social media, reaching 4904 followers. Collaborations with 8 corporate partners, sharing 100+ job opportunities, and media features further enriched our community.

Key partnerships with organisations such as Women in PR, Ghana, PRCA Africa, and others strengthened our network. We published two impactful resources: the Global Directory of Nigerian Women-Owned/Led PR Firms and the Experiencing PR Magazine.

In 2023, notable events were organised by Nigerian Women in Public Relations, including the Experiencing PR 2023 Stakeholders' Brunch and the Experiencing PR Conference 2023, where industry leaders shared insights. The #TrashyourTrash campaign, NGWiPR Scholarship Fund, and the Global Directory were launched, at the conference making a significant impact.

Additional initiatives like the #PRBizWebinar, PR Woman of the Month, and the Premium Members Meetup enhanced professional development, mentorship, and networking opportunities.

Hence, testimonials from participants expressed gratitude for the enriching experiences and valuable insights gained from initiatives held during the year.

Extensively, our membership benefits cater to both Registered and Premium members, offering networking, learning opportunities, and exclusive privileges based on experience.

Looking ahead to 2024, we remain committed to empowering Nigerian women in Public Relations and advancing their influence through innovative programs, collaborative initiatives, and sustained efforts.



About Us

Nigerian Women in PR, established in 2019, is a social impact professional organisation set up to advocate for, and provide growth resources to, Nigerian Women working as Public Relations and Communications professionals across the world.

Through our programs, initiatives and strategic partnerships, we provide a resource hub for learning and professional growth of our members; promote the continuous relevance of members as the Public Relations and Communications profession evolves; platform the RESULTS of Nigerian Women practising in the profession; and promote the understanding and value of the public relations profession.

Objectives

To be a resource hub for learning and professional growth of each Nigerian Woman working in Public Relations & Communications

Aligned Initiatives

- Reverse Mentorship Workshop
 - The C-suite Acceleration Workshop
 - Annual PR Job Fair
 - PR Business Training
 - Premium Members Mentorship Session
 - Global Directory of Women-Owned / Led PR Firms
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To support the continuous relevance of Nigerian women practising Public Relations and Communications as the profession evolves.

Aligned Initiatives

- PR Woman of the Month
- Experiencing PR Book
- NGWiPR Scholarship Fund
- The PR and Comms Experience (PREP)
- Global Directory of Women-Owned / Led PR Firms

To platform the results of Nigerian women in Public Relations and Communications.

Aligned Initiatives

- PR Woman of the Month
 - NGWiPR Business Visit
 - Global Directory of Women-Owned / Led PR Firms
-

To promote the understanding and value of Public relations.

Aligned Initiatives

- Experiencing PR Annual Conference
- PR Students' Summit

SDG Alignment

The initiatives and programs of Nigerian Women in Public Relations are designed to aid the achievement of Sustainable Development Goals 4: to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all; and 8: to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Hence, our initiatives in 2023 were driven towards these SDG targets

Target 4.3
via NGWiPR
Scholarship
Fund

Equal access to
affordable technical,
vocational and higher
education

Target 8.5
via
#PRBizWebinar

Full employment
and decent work
with equal pay

Target 4.4
Experiencing
PR Annual
Conference

Increase the number of
people with relevant
skills for financial success

Target 12.2
via
#TrashyourTrash
Campaign

Responsible
management of
chemicals and waste.

Target 8.5

Via Global
Directory of
Women-Owned /
Led PR Firms

Full employment
and decent work
with equal pay



Impact Report

Membership

10
Premium
Members

1000+
Registered
Members

9000+
PR Women
Reached

Community

1000+
Subscriptions

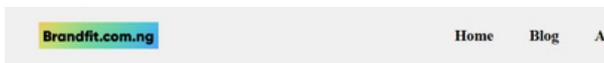
4904
Social Media
Followers

Collaboration

8
Corporate
Partners

100+
Job Opportunities
Shared

Media Features



Nigerian Women in Public Relations Host Experts at Experiencing PR 2023 Annual Conference

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PROMOTIONS

The Nigerian Women in Public Relations celebrates Nkechi Ali-Balogun for her Historic Candidacy and Exceptional Leadership

Published 3 months ago on August 22, 2023
By [BellaNaija.com](#)

Partnerships

To enhance the impact of our work and bolster the professional growth of our members, we partnered with key organisations that include:



Impact Report

We created resources not only to contribute to the knowledge in the Public relations industry but also to create a platform for practitioners to thrive.

The maiden edition of the **Global Directory of Nigerian Women-Owned/Led PR Firms** offers a comprehensive directory that empowers potential clients to identify firms aligning with their unique PR requirements and business goals.



Listed PR firms in the directory offer expertise in a diverse range of specialities, including media relations, crisis communications, executive brand management, and more. Also, the publication is our effort to ensure gender equity in the PR profession.

Our publication, **Experiencing PR Magazine**, brings together insights from professionals in Kenya, Ghana, Russia and Nigeria, exploring the theme of perception management.





Programmes

Experiencing Public Relations Stakeholder's Brunch

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Nigerian Women in Public Relations began the year with a significant step towards the fourth objective—to promote the understanding and value of Public relations. The inaugural **Experiencing PR 2023 Stakeholders' Brunch** was a precursor for the 2023 Experiencing PR conference.

We facilitated a roundtable discussion, bringing together key players in the Communications and Public Relations sector. The primary aim was to forge partnerships and secure buy-in for the Conference with industry stakeholders.



Experiencing Public Relations Conference 2023

Hosting the second edition of the Experiencing PR Annual Conference, brought together public office holders, business executives and Public relations professionals across various sectors to discuss the theme: **Beyond Crisis: PR for Perception Management in Business and Public Affairs.**

Notably, the conference featured speakers such as **Mimi Kalinda**, Co-founder of African Communications Media Group, and **Dr. Yemi Kale**, CEO of the National Bureau of Statistics, Nigeria, among others, who enriched the discussions with their insights and expertise.

At the event, the Nigerian Institute of Public Relations was represented by Principal Consultant, NECCI Consulting, **Nkechi Balogun**, adding valuable perspectives to the engaging discourse.

Over 130+ in-person delegates, and over 100 virtual participants joined the conference.

We launched several impact initiatives at the Conference, including:

- The first issue of the **Experiencing PR Magazine**
- **#TrashyourTrash campaign** – the organisation's flagship citizen

advocacy program focused on environmental sustainability

- Nigerian Women in PR Scholarship Fund
- Global Directory of Nigerian Women-Owned and Led PR Firms

#PRBizWebinar

Amplifying our efforts, we collaborated with Africa Communications Week to hold a freemium training webinar on "**How to Start, Grow, and Scale your PR Business,**" providing aspiring and existing PR entrepreneurs with critical tools, business insights, and fundamentals on building a PR firm.

How to Start, Grow & Scale your PR Business
for Solopreneurs & Entrepreneurs

This webinar is designed to provide you with critical tools, business insights and fundamentals on how to move from frustrated to flourishing as a PR business owner.

Speakers:
Dr. Yetty Ojiniola
Chief Executive Officer, The 'D Company & Premium Member, NGWomaniPR

Speakers:
Faith Senam
Founder, Women in PR Ghana & ePR Public Relations

Moderator:
Omotoyosi Ajayi
Principal Consultant, Stage Africa & Premium Member, NGWomaniPR

Mon. 22nd May 4.00pm WAT

Zoom

Register Now!
<https://bit.ly/PRBizWebinar>

PR Woman of the Month

Our monthly *PR Woman of the Month* feature is designed as a platform to promote the results of Nigerian Women practicing in the profession across the world, while also supporting the continuous relevance of female practitioners as the public relations and communications profession evolves.

During the past month, we conducted interviews with a total of 7 women, effectively amplifying their personal brands and showcasing the incredible feats they have achieved within the industry.

Ijeoma Chime
HEAD OF COMMUNICATIONS, AIRSE INTEGRATED INDUSTRIAL PLATFORM, NIGERIA
PR WOMAN OF THE MONTH

Olufunke Adebajo
PRESIDENT, PRINCESS COMMUNICATIONS
PR WOMAN OF THE MONTH

Nene Bejide
FOUNDER BLANCHE AIGLE COMMUNICATIONS
PR WOMAN OF THE MONTH

Premium Members Meetup

As the maiden edition, the Premium Members Meetup was open to both current and prospective Premium members, providing a space for dialogue and mentorship.

The speaker session, delivered by COO, Soulcomms, **Mojisola "Noora" Saka**, on the theme **From Briefs to Boardrooms - Positioning for Opportunities in 2024** added a valuable dimension to the event.

During the meetup, we unveiled new offerings, including:

- Bi-monthly business visits from NGWiPR to Premium members' offices, aiming to amplify the presence of PR women on the job.

- Participation in quarterly mentorship sessions featuring local and global PR and business leaders, offering invaluable networking opportunities for our esteemed members.



NIGERIAN WOMEN
IN PUBLIC RELATIONS

Premium Members Meet-up
For Current & Prospective Premium Members

THEME:
**From Briefs to Boardrooms-
Positioning for Opportunities in 2024**

Mode: Virtual | Date: Thursday Dec. 7th

🕒 12pm WAT | 6AM EST

Registration Link: <https://bit.ly/NGWiPR-PMM>



Testimonials

"I'm incredibly grateful to **Experiencing PR Magazine** for featuring my article on "How to make imposter syndrome work for you" in their inaugural issue. Seeing my words in print and online alongside so many remarkable professionals was an exhilarating experience. This opportunity has not only allowed me to share my insights but has also connected me with a vibrant community of like-minded individuals. Thank you, Experiencing PR, for providing a platform where we can all learn and grow together." - **Gemiene Mueni, Public Relations & Communications Consultant, Click'd Age**

"Being featured in the **Global Directory of Women-led PR firms** in Nigeria was a deeply gratifying experience, underscoring the impact of The YD Company's collective efforts. It goes beyond personal recognition, resonating with the broader narrative of breaking gender barriers in leadership. This acknowledgment reinforces my commitment to diversity and inclusion, showing aspiring women that competence and passion are the real drivers of success. The global recognition not only highlights my journey but also spotlights the exceptional work my team consistently delivers. It's a testament to the power of hard work and dedication. Personally, it's a humbling reminder of the strides we've made and the doors it opens for collaboration and networking on a global scale. This testimonial is not just about me; it's a celebration of the entire journey, the team's commitment, and a hopeful signal for the next generation of women in public relations." - **Dr. Yetty Ogunnubi, CEO, The YD Company**

"**Experiencing PR Conference** was lovely, I have never felt better before after attending the conference. I loved the fact that women are taking this career to another level and also I love the trash your trash to protect the environment initiative. Grateful to the organizers for contributing to the event" **Akinde Jesutofunmi Temitope**

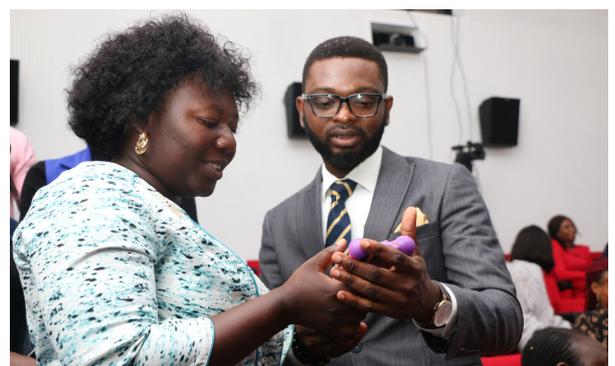


"At the just concluded Experience PR conference by @ngwomeninpr I learnt so much about Public Relations for perception management in Business and Public Affairs. Major take home: In today's world, perception is everything; it can make or break personal or brand reputations. For leaders, shaping and influencing perception is essential to achieving goals and bringing about meaningful change. However perception is largely built on a strong NARRATIVE. Your perception of me as a thought leader creating and advancing streams of wealth for African women through investment and empowerment opportunities will only happen because I will be the one to give you that NARRATIVE! (and trust me I will) Before a corresponding feedback from the demography I am sent to and ultimately the earned trust and recognition by the African Continent I must first decide and then deploy my narrative in alignment with the corresponding perception I desire to create. This is by all means a given for me as one of my paradigms in life is that you can Create or even change the narrative of your life. Call yourself by a name long enough and watch the world make that your address. Thank you @tolucomms and the entire @ngwomeninpr team for hosting such an impactful conference." **Olajumoke Afolarin - Project Manager, Same Energy Global**



"The speakers at **Experiencing PR Conference** were perfectly selected and delivered exceptionally. The keynote speakers did a marvelous job and generally, there were practical experiences to buttress points." - **Gracious Akande**

"**Experiencing PR Conference** was overall a wonderful experience, I was so glad I attend physically. I learnt a lot from the Panellist and was able to really learn about the world of PR. I believe the Nigerian Women in PR is doing a good job because if not for this event I would still be circulating the world of PR learning on my own but I was able to see key figures I could connect with and learn from and as an avid supporter of the environment the #trashyourtrash is a great initiative to helping our ecosystem". - **Halima Alimi**



Membership

Membership of Nigerian Women in Public Relations is categorised to provide multi-level benefits to our members based on their years of experience in the profession.

Registered Membership

The Registered Membership category is open to all Nigerian female PR and Communications Professionals across the world.

Membership Benefits:

- Networking opportunities
- Verified job vacancy notices
- Peer-to-peer learning & mentoring
- Access to closed LinkedIn Group
- Exclusive access to members-only programs
- Discounts on paid events
- Access to curated learning resources

Premium Membership

The Premium Membership is our paid membership category exclusively for experienced Nigerian women working in public relations and communications in Nigeria and the diaspora.

Premium Membership Criteria:

5+ years experience in the profession

Membership Benefits:

- Recommendation as a facilitator for training to our resource/training partner organisations
- Opportunity to contribute to biennial publications
- Speaking opportunity at NGWiPR's industry events

- Professional reference on demand
- Right of first refusal on referrals for senior PR & Comms roles
- Exclusive access to a curated newsletter featuring premium job roles, and industry updates
- Access to networking events and global network
- Discount to premium workshops – Reverse Mentorship, C-Suite Acceleration, PR Business Training
- Bi-monthly business visits from NGWiPR to Premium members' offices to amplify the PR woman on the job
- Beneficiary of partnerships with business networking and board training organisations
- Participation in quarterly mentorship sessions featuring local & global PR & business leaders, and networking opportunities
- Special features for members' awards, business results, and industry publications
- Discounted advert slots in weekly newsletters to showcase your organisation's PR job vacancies, special services and events
- Discounted registration fee for Premium members attending the APRA 2024 conference
- Exclusive offer for Premium members to access a 20% discount on PRCA International Individual Membership for two years.

2024 Outlook

As we venture into 2024, Nigerian Women in Public Relations is committed to fostering a lasting impact in the global public relations and communications industry. Our dedication extends to creating a robust platform for the growth and empowerment of Nigerian women practising PR in both Nigeria and the diaspora.

Major Initiatives for 2024

Experiencing PR Conference	March
PR Students' Summit	Monthly
C-Suite Acceleration Workshop	May
PR Business Training	June
Reverse Mentorship Workshop	July
PR Job Fair	November
NGWiPR Business Visit	Bi-Monthly
Premium Members' Meetup	Quarterly
The PR & Comms Experience (PREP)	Bi-Monthly

Throughout the year, we will publish periodic resources to aid the professional growth of practitioners in the Public relations and Communications industry.

For Partnerships or Sponsorship

Make a donation

Bank: Stanbic IBTC
Account Name: Public Relations
Women Foundation Scholarship

Naira - **0048340462**
USD - **0048340510**
British Pound - **0048340534**



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+2349022496806



Lagos, Nigeria



www.ngwomeninpr.org



chat@ngwomeninpr.org