



NIGERIAN WOMEN
in PUBLIC RELATIONS

IMPACT REPORT 2024



Welcome Address from the Founder

Dear Esteemed Partners,

As we draw the curtain on a truly remarkable year, I am filled with immense gratitude and pride in the journey we have shared. 2024 has been a testament to the power of collaboration, resilience, and a shared commitment to advancing excellence in public relations both in Nigeria and on the global stage.

From the impactful Experiencing PR 2024 conference and the transformative PR Business Training, to our array of other initiatives, every milestone we achieved was driven by your unwavering belief in our mission. Your dedication and partnership have been the cornerstone of our collective success, enabling us to push boundaries and elevate the standards of our profession.

It is with great pleasure that I present this annual impact report—an embodiment of our shared accomplishments. I hope it serves as a reminder of how far we have come and a motivation to dream bigger as we shape the future of public relations together.

Thank you for your continuous support, trust, and collaboration. As we look ahead to 2025, let us build on this momentum and continue to create a legacy of transformative impact.

Tolulope Olorundero
Public Relations Consultant & Founder
Nigerian Women in Public Relations



Executive Summary

Nigerian Women in PR (NWiPR), 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 14 Premium members, 1200+ Registered members, and outreach to over 12000 PR women. Our community expanded through subscriptions and social media, reaching 6698 followers. Collaborations with 12 corporate partners, sharing 300+ 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 four impactful resources: the Global Directory of Nigerian Women-Owned/Led PR Firms, the Experiencing PR Magazine, the Experiencing PR Book and the PR Brief Template.

In 2024, notable events were organised by Nigerian Women in Public Relations, including the Experiencing PR Conference 2024, where industry leaders shared insights. The Experiencing PR Magazine 2024, and the Experiencing PR Book were launched, at the conference making a significant impact. A virtual event was hosted in commemoration of World PR Day. 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 2025, 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
 - Comms and Content Expo
 - PR Business Training
 - Premium Members Mentorship Session
 - Global Directory of Women-Owned / Led PR Firms
-

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
- NWiPR Scholarship Fund
- The PR and Comms Experience (PREP)
- Global Directory of WomenOwned / Led PR Firms

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

Aligned Initiatives

- PR Woman of the Month
 - NWiPR 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 2024 were driven towards these SDG targets.

Target 4.3
via NWiPR
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

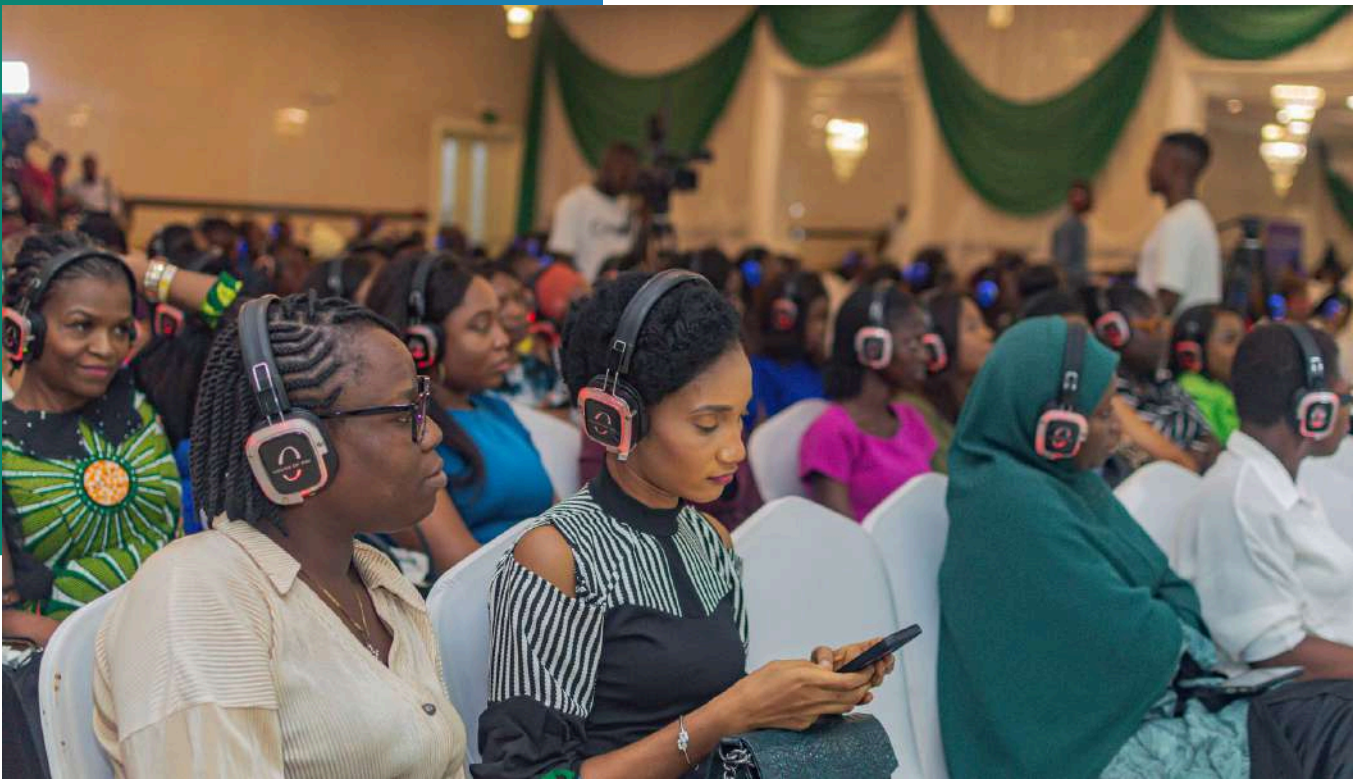
Increase the number of
people with relevant
skills for financial success

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

14
Premium
Members

1200+
Registered
Members

12000+
PR Women
Reached

Community

3000+
Subscriptions

6698
Social Media
Followers

15
Events

Collaboration

4
Publications

10
Corporate
Partners

300+
Job Opportunities
Shared

Media Features



PR practitioners to examine conflict management

20th March 2024



[Read Here](#)



PR women unveils speakers for event

March 15, 2024 by Cur Reporter



[Read Here](#)



Nigerian Women In Public Relations Announces Theme For 2024 Experiencing PR Conference

[Read Here](#)

Nigerian Women In Public Relations Concludes Experiencing PR 2024 Conference, Stakeholders Advocate Relationships As Key Strategy In Addressing Today's Conflict-Ridden Environment



LAGOS, Nigeria, 22 March 2024 - [African Media Agency (AMA)] - The Nigerian Women in Public

[Read Here](#)



Nigerian Women in Public Relations concludes Experiencing PR 2024 Conference, stakeholders advocate relationships as key strategy in addressing today's conflict-ridden environment

9 months ago Prime Business Africa 4 mins read

[Read Here](#)



Nigerian Women in Public Relations advocates PR for conflict resolution



[Read Here](#)

Partnerships

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



Impact/Resources

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 **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.



Our Experiencing PR Book is our biennial book publication and our contribution to the body of knowledge in public relations. Contributors are sourced from within and beyond members of the organisation, documenting their experiences to pass on practical market-place knowledge to other professionals.

The PR Brief Template offers professionals valuable insights for crafting effective communication plans with ease and efficiency.





Programmes

Experiencing Public Relations Conference 2024

1

Hosting the third 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: **Quiet Wars: Leveraging Public Relations for Conflict Management.**

Notably, the 2024 conference featured speakers such as:



Ndiri Okonkwo Nwuneli, Founder of Leap Africa and African Food Changemakers as the conference keynote speaker.



Debbie Larry-Izamoje, COO, Brila Media Limited



Eloine Barry, Founder, and CEO of Africa Media Agency



Bolaji Abimbola, MD/CEO Integrated Indigo Limited.



Odiri Erewa-Meggison, Director External Affairs BAT West and Central Africa



Lucy Pearson, Country Director, British Council Nigeria and Director for West Africa.



James Hewes, CEO, Public Relations and Communications Association (PRCA)



Osayi Alile, Founder, Aspire Coronation Trust Foundation.



Irene Isinomen Bejide, Founder of Blanche Aigle Communications



Edemekong Uyoh, Regional Head, Cultural Engagement Marketing and Communications Sub-Saharan Africa, British Council



Joycee Awosika, Founder/CEO Oriki group



Yomi Badejo- Okunsanya, Lead Partner, CMC Connect LLP



Hemant Goale, Dean, School of Communications and Reputation, India



Ronke Giwa- Onafuwa, an award-winning broadcast as the host of the conference



Orifunke Lawal, SA to the Governor of Lagos State



Jesutofunmi Akinde, PR & Comms Executive/Linkedin Top PR Voice



Ayobami Awode, Chief of Staff, HerVest



Olubusola Ajibola Abidakan, Permanent Secretary, Lagos State Ministry of Establishment and Training

The speakers enriched the discussions with their insights and expertise. Over 130+ in-person delegates, and over 100 virtual participants joined the conference.

We launched several impact initiatives at the Conference, including; The second issue of the Experiencing PR Magazine and Experiencing PR Book, #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

Testimonials

"The conference was a big hit for me. I was both impressed and inspired. There were so many learning moments for me and I look forward to the next event." - **Stella Olugbemi**

"Generals in various fields were present and taught in the most understandable manner." - **Onyekachi Ukwa**

"The valuable insights, practical solutions and forward-thinking conversations were a breath of fresh air. The set up of the Open Mentorship chat indicated excellence and attention to detail."
- **Foluwahan Chukwujekwe**

"The conference was a treasure trove of knowledge and insights. The lineup of speakers was exceptional, featuring experts and thought leaders from diverse fields. Each session was well-curated and thought-provoking, leaving me with valuable takeaways and a deeper understanding of how to better sell PR to potential clients. Hopefully, the conference will be uploaded on YouTube so as to reference the knowledge now and then." - **Fatihah Ayinde**



The business training "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, was a paid two-day intense workshop. The training fee was a hundred and fifty thousand naira (#150,000). It had great speakers who are excellently acing the Public Relations Business.

PR Business Training Faculty

 **June 6-7, 2024**



Tolulope Olorundero

Founder, Mosron Communications & Nigerian Women in PR



Tokunboh George Taylor

Founder/CEO, Skot Communications



Olutoyosi Egunjobi

Global Compliance Manager, Encryptus



Tosin Adefeko

CEO, AT3 Resources



Toun Tunde-Anjous

Founder & CEO, The People Practice



Stephanie Anyamele

Managing Principal, Charles Ardor & Company



Ogochukwu Eloike

Corporate Communications Manager, FMN

They accepted the call to impact others. Our desire has always been to equip PR professionals for the global space. Five dedicated participants from different African countries were in attendance, each eager to learn and grow their Public Relations business.

PR Business Training Feedback

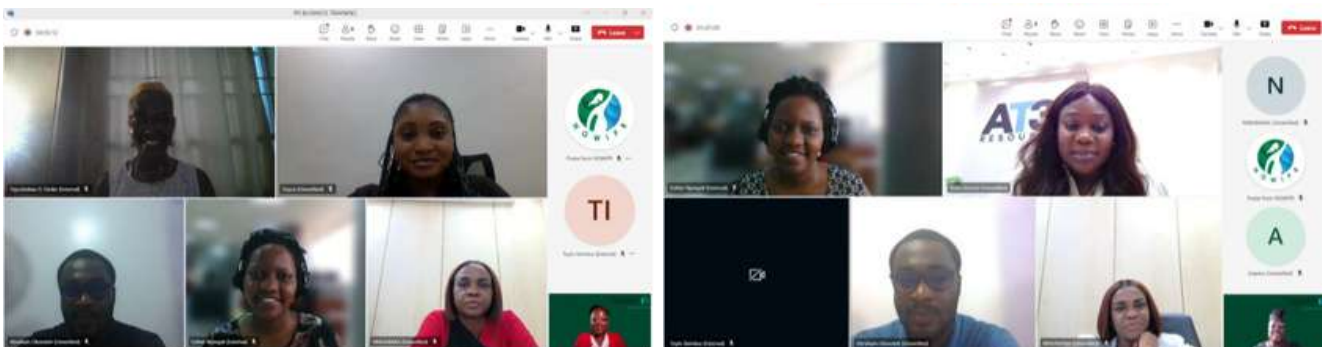
“Excellent. Exceeded my expectations. The foundation has been well set for me especially on the pros of starting an agency vs. consultancy as well as going full-time or as a side hustle. I am confident I will make the right choice and will be able to apply/implement what the rest of the facilitators have presented.” -

Esther Njangali

“I'm on the path to getting competence and confidence. Some of the points discussed were very helpful. The templates are great, thank you so much!” - **Toyosi**

“Excellent. Exceeded my expectations and the sessions were very enlightening. Yes - I learnt new things I will start implementing” -

Abraham Okoedoh



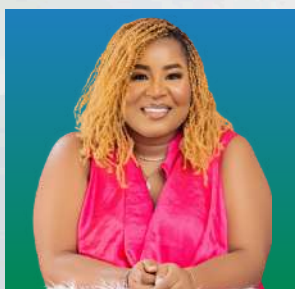
Accelerated Customer Service and Communication Virtual Bootcamp

3

The Accelerated Customer Service and Communications Virtual Boot Camp Training was for **Nipost Nigeria**, it took place for over two weeks. We delivered comprehensive training on Leadership Communications, Communicating for Results, and Customer Service Ethics to staff members across all grade levels (GL) at NIPOST. Our esteemed speakers included



Tolulope Olorundero
Founder, Mosron Communications & Nigerian Women in PR



Onyinyechukwu Nwachukwu
Volunteer Training Team Lead, NGWiPR. Digital Marketing Manager, Fulgo Mobile



Chizobam Ofoegbu
Brand Strategist, Aria Eden PR



Pedeino Mathias
Deputy Manager Tax, FIRS

The training demonstrated our commitment to promoting the understanding and value of public relations, as well as actively contributing to nation-building. We believe that by offering upskilling opportunities to government parastatals, we can facilitate enhanced service delivery to citizens.



Jide Benson
CEO, CAST PR



Enitan Tanimowo, ANIPR
Public Relations Manager, PalmPay Nigeria

NIPOST Training Feedback

“The training was indeed a good one, timely, clear presentations, audible communications and very interesting session.” - **Godwin Egede Modi**, NIPOST, Executive officer Account

“The overall presentation was great. Kudos to the team.” - **Anna Baba Ali**. NIPOST, State Servicom Officer

“The training facilitator are conscientious at dealing with each topic the right way. Kudos to you guys. More of this training will equip the staff manpower and not necessarily needs to waste human and capital resources at our respective training center. Finally, let me appreciate the post master general of Nipost for this new innovation at doing things the better ways.” Yours Comradely,
Oladele Salau

“A perfect training organization that meet all needs of every organization” - **Adebayo**

“The facilitators spoke eloquently, and they also brought their wealth of experience in teaching. Thank you.” - **Samotu ifedolapo**

World PR Day X-Space

4

In celebration of World PR Day, we hosted an X-Space event exploring **the future of Public Relations in an evolving global landscape**. Our speakers were;



Mabel Adeteye

Head of Brands & Marketing Communications, Wema Bank



Joyce Ahiadorme

Communications Professional & President, Women in PR Ghana



Lesijolu Eite Eric-Nwabuzor

Executive Director, The Comms Avenue



MODERATOR

Stella Okos-Iboje

Junior Programs and Membership Executive, NWiPR

📅 16th July, 2024

🕒 7:00PM prompt

WPRD
WORLD PR DAY

The speakers shared invaluable insights, challenges, and emerging opportunities within the PR industry, focusing on impacts across Nigeria, Africa, and the world.

✉ @NGWomeninPR

PR Woman of the Month

5

Our monthly PR Woman of the Month feature is designed as a platform to promote the results of Nigerian Women practising 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 year, we conducted interviews with a total of 7 women, effectively amplifying their personal brands and showcasing the incredible feats they have achieved within the public relations industry.

The PR Women of the Month featured for 2024 were



Ginikanwa Frank-Durugbor, Head of Corporate Communications, Lafarge Africa Plc



Omawunmi Ogbe, Managing Partner, GLG Communications



Mojolaoluwa Olaifa, Communications Consultant, Government of Saskatchewan



Ifeoma Oma Areh, Principal Consultant, Wild Flower PR and Company



Ayodotun Akinfenwa, Global Head of Communications, The Elevation Church



Chinwendu Ohakpougwu, Head of Marketing & Communications, TrustBanc Holdings.



Chineze Amanfo, PR and Comms campaigns, 9Mobile

**PR Woman
of the Month**

The PR Students' Summit, is an initiative that aims to introduce public relations as a dynamic and promising profession to students of Mass Communication and the broader student community across Nigerian universities. In 2024, we proudly hosted the summit across six institutions in Nigeria: **University of Nigeria, Olabisi Onabanjo University, University of Port Harcourt, NTA TV College, Ebonyi State University, and Covenant University.** We had a total number of 600+ students with over 500+ female and 100+ male undergraduates. This successful event was made possible by our dedicated volunteer speakers who generously shared their expertise and insights with the next generation of PR professionals.

📍 University of Nigeria, Nsukka

— S P E A K E R S —



Onyinyechukwu Nwachukwu

Communications Associate,
Mosron Communications



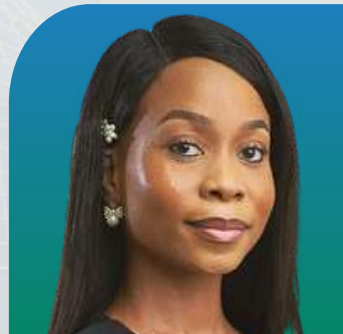
Oizamisi Balogun

Senior Digital PR Strategist,
CMC Connect LLP

📅 January 19, 2024

📍 Olabisi Onabanjo University (OOU)

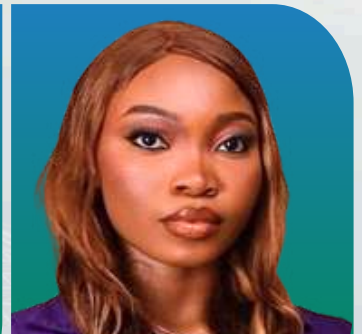
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Utibe Ekpuk

Founder, Mebas PR

📅 9th May, 2024

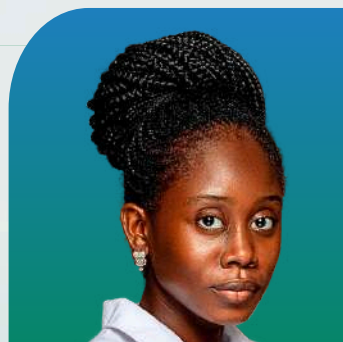


Ugbeh Dreen

Senior Brand & Corporate Comms
Executive, CMC Connect Limited

📍 University of Port Harcourt

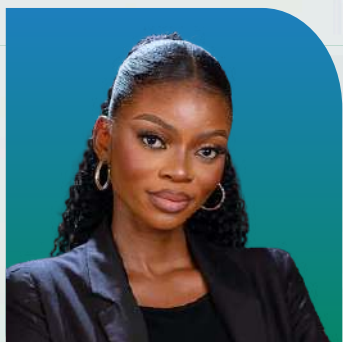
— S P E A K E R S —



Favour Egbogun

PR & Media Specialist,
ÉLOGE Consulting

📅 21st June, 2024



Temidire Bada

Public Relations Associate,
NOVVA Media & Communications

📍 NTA Television College

— S P E A K E R S —



Blessing Oduniyi

Communications Officer,
Punch Media Foundation

📅 4th Oct, 2024



Edose Eromosele

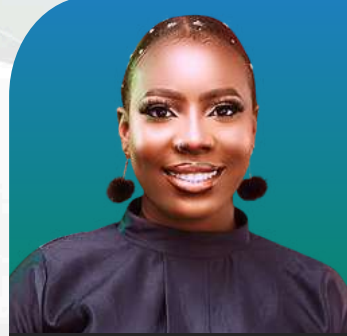
Communication Specialist,
Port Harcourt Electricity Distribution Plc.



Olatundun Bisola Aloaye
Public Relations Specialist,
Carpe Diem Solutions



Hope Idume-David
Junior Communication Associate,
Mosron Communications



Esther Asuquo
Senior Account Manager,
Robert Taylor Media



Grace Oluchi Okogwu
Corporate Communications Analyst,
TREXM Holdings

 **1st Nov. 2024**

 **29th Nov, 2024**

There's a call for volunteers, open year-round, offering young female PR professionals the opportunity to make an impact and grow within the field.

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 facilitator for training to our resource/training partner organisations
- Opportunity to contribute to NWiPR annual publications, reports and articles
- Speaking opportunities at NWiPR events and global partner programs
- Professional reference on demand
- Priority on referrals for RFPs, Senior PR & Communications roles
- Exclusive access to a premium newsletter featuring global industry updates, case studies & global industry events
- Access to exclusive networking events and professional/business network
- Exclusive discounts on premium workshops including Reverse Mentorship, C-Suite Acceleration, and PR Business training
- Discounted registration fee for APRA events, PRCA Africa Membership & Global Women in PR Membership
- Quarterly business visits to members' offices & mentorship sessions with leading PR and business experts
- Complimentary advert slots in general weekly newsletters for job vacancies, special services, and events

2025 Outlook

As we venture into 2025, 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 2025

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

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

Naira - **0048340462**
USD - **0048340503**
British Pound - **0048340534**

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

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



NIGERIAN WOMEN
in **PUBLIC RELATIONS**



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Lagos, Nigeria



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