

AUC endorses APRA conference

The theme of the 30th edition of the African Public Relations Association Conference, APRA Botswana 2018, endorsed by the African Union Commission, is *Re-PResent Africa*.



Kwesi Quartey, deputy chairperson,
African Union Commission.

The AUC deputy chairperson, Kwesi Quartey made this known after accepting APRA's invitation to be special guest of honour at the conference, scheduled to take place May 9-11, 2018 in Gaborone, Botswana. Quartey will be [delivering](#) the keynote address at the opening ceremony May 9, 2018. The endorsement gesture brings to fore the AUC's commitment in joining hands with APRA to *Re-PResent Africa*, which is the theme of this year's conference.

[AUC's endorsement](#) comes alongside several others from the International Public Relations Association (IPRA), International Communications Consultancy Organization (ICCO), Global Alliance, Public Relations Networks and national associations across Africa.

Notably, APRA Botswana 2018 will also feature the second edition of the SABRE Awards Africa for Excellence showcasing the best in public relations work from across the continent, organised in partnership with the renowned Holmes Report.

APRA Botswana 2018 will focus on issues around fake news, ethics and storytelling, as a tool for public relations.

[APRA](#) is the umbrella body for the practice of public relations in Africa. It is a non-governmental, non-profit organisation established to foster unity via interaction and exchange of ideas among public relations practitioners in Africa as a whole, and through communication, promote social, political and economic integration on the continent.

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