

COMMUNIQUÉ OF THE 28TH AFRICAN PUBLIC RELATIONS ASSOCIATION CONFERENCE (APRA CALABAR 2016) HELD FROM MAY 24 – 27, 2016 AT THE CALABAR INTERNATIONAL CONVENTION CENTRE, CALABAR, CROSS RIVER STATE, NIGERIA.

After four days of explorative and interactive participation as well as critical exposition of the discourse regarding the theme '**Role of Communication In Leapfrogging Africa**', the conference resolved as follows:

1. Public Relations practitioners in Africa must proactively take the lead in reversing the current negative narratives bedeviling Africa's economic progress and infrastructural development.
2. Conference enjoined practitioners of Public Relations in Africa to leverage on the use of modern communication tools, including the social media to leapfrog Africa.
3. It also urged governments in African countries to evolve stronger integrational ties as well as tackle the recurring problem of inadequate power supply to promote good governance and investment inflow to Africa.
4. The Conference tasked PR Practitioners and Africa as a whole to come up with strategies to speak for Africa rather than rely on foreign benchmarking standards.
5. The Conference further charged National Public Relations Associations in African Countries to assert themselves in influencing policy decisions of home-governments and major stake-holding organizations in their country.
6. Conference also canvassed for the need for African Public Relations practitioners to push for a law to be put in place in their various countries to protect intellectual property in the profession as well as make provisions for payment for use of such intellectual property.

7. African Countries and Public Relations associations were challenged to develop a matrix to have her brand and promote such brands on the world stage.
8. Conference noted the rich natural tourism endowments of African Counties which have remained untapped and urged Governments in the Continent to take immediate steps towards harnessing these potentials bearing in mind their comparative advantages and as a way of diversifying their economy.
9. Again, the Conference enjoined practitioners in Africa to come up with a scientific tracking system of carrying out surveys in order to regularly track and measure African brands to make them more competitive with brands from other parts of the world.
10. The Conference resolved to further drill down on twin concept of Security/Crisis communication and come up with a proactive approaches that will always nip in the bud any potential crises for clients.
11. Lastly, Conference commended the President of the Federal Republic of Nigeria, President Muhammadu Buhari, Former President Olusegun Obasanjo, Keynote Speaker, Alhaji Aliko Dangote, the Government of Cross River State, Dr. Rotimi Oladele, President and Chairman of Council of NIPR, Mr. Bart De Vries of IPRA, Mr. Max Behar of ICCO, Mr. Justin Green of Ireland Public Relations, the African Union Commission, Mr. Paul Holmes and many other critical partners for endorsing, supporting and contributing to the successes of the 28th edition of the African Public Relations Association Conference (APRA Calabar 2016).

This Communiqué is signed today, 27th May, 2016 by:

1. **Mr. Gbenga Ojo**
2. **Mr. Benedict Okache**
3. **Chief Francis Hogan**