

## Top communicators to grace the world conference

NAIROBI, KENYA: Renowned communications experts led by Lord Peter Selwyn Chadlington, (UK) Paul Holmes (of the Holmes Report), Esther Cobbah, (Ghana), Bala Muhammad (Nigeria), and Gerald Mullally from the Cabinet Office of the United Kingdom to mention but a few will be in Nairobi 15-18 November.



They will be trainers in the World Conference on Public Relations in Emerging Economies ([WCPREE](#)) hosted by the [Public Relations Society of Kenya](#) in conjunction with the Global Alliance for Public Relations and Communication Management.

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Lord Chadlington, a senior client advisor of Huntsworth plc, supports the Kenya government's strategy for the recovery and revival of tourism. He will speak on Aligning Public Relations/Communication to support Country Vision. His firm Huntsworth is the largest independent international consultancy group operating from 72 principal offices in 31 countries around the world. Previously, he founded the PR firm Shandwick in 1974 developing it into the largest PR consultancy in the UK, a position it held for 17 years. After he sold it in 1998, he went on to found Huntsworth that includes the PR Company Grayling Ltd which has recently started business in Kenya on the invitation of the Kenya Government.

Another industry leader Paul Holmes will speak on 'Achieving sustainable development in emerging economies through effective public relations'. He is the CEO of the Holmes Group that assesses the state of Public Relations and communications globally and publishes it in The Holmes Report. The group also manages the prestigious industry awards the SABRE Awards competition.

The World Conference on Public Relations in Emerging Economies (WCPREE) scheduled from 15 to 18 this month is expected to bring together the international communication community to deliberate on important issues that are affecting emerging economies such as jobs and growth, health, sustainability and climate change.

Public Relations Society of Kenya (PRSK) Chairperson Jane Gitau said the conference will attract notable speakers and panellists during the four day meeting who will include global entrepreneurs in the communication industry, public relations scholars and heads of renowned global corporate brands among others.

"Apart from the conference plenary and parallel sessions, there will be a careful blend of academic discourse, mentorship and skills set workshop for students pursuing studies in PR as well as master class targeting professionals who are working in diverse economic sectors", Gitau added.

She said high demand in emerging economies of Africa, Asia and South America will create a lot of interest

in developed economies and this will change the business model in the world.

Other key speakers during the conference include Gregor Halff, Chair of the Global Alliance, a faculty member and director at the European School of Management and Technology (ESMT, Berlin) and also a professor at Singapore Management University (SMU), Esther Cobbah, chief executive officer, Strategic Communications Africa, Dr. Bala Muhammad Lecturer, Department of Mass Communication, Bayero University in Nigeria, Dion Benetatos Director, Africa, Weber Shandwick South Africa among other distinguished professionals.

The event, the first of its kind is organised by the Public Relations Society of Kenya (PRSK) in conjunction with Global Alliance for Public Relations & Communication Management (GA), with a focus on emerging economies which have often been excluded as players in the global arena.

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