

THEME  
**Communication Reconsidered - A driving force for constant progress**

Dates: 14-17 July 2026 • Venue: The Dome, Swakopmund

**Day 0 Monday 13 July 2026**

10:00- 16:00 NAMIBIA PRO Day (MICT)

**Day 1 Tuesday 14 July 2026**

10:00-17:00 ECC Delegates Arrival and Registration

09:00-13:00 APRA International Delegates Arrival and Registration

14:00-17:00 MICT/NAMPA Information Officers Session

**Day 2 Wednesday 15 July 2026**

MC: Linda Mupupa

08:00- 09:30 **Special APRA Panel Discussion: *Moderator:* Omoniye Ibietan, Ph.D (Nigeria) hosts high level panelists; Irene Lungu; Director Commercial, Zaffico Plc (Zambia), Prof. Emmanuel Dandaura; Vice President, Institute of Public Relations (Nigeria), Shoki Kandjimi; Head Communications and Stakeholder Engagement - PetroFund (Namibia)**  
Theme: The Golden Age of Strategic PR: Pathways to WPRF/APRA 2026

09:30-10:30 **New Media & Disseminating The Narrative**  
Kazembire Zemburuka Director: Strategic Communications and International Relations (Bank of Namibia)

10:30-11:00 **Networking Refresher Break**

11:00-12:00 **Reimagining Strategic Communication in the AI Era**  
Derick Chiweshe (Communication & Development Strategist-Zambia)

12:00-13:00 **The Forgotten Infrastructure of Effective Communication**  
Omoniye Ibietan, Ph.D, fnipr (Nigeria) Secretary General, APRA

13:00-13:45 **Networking Lunch Break**

**CLUSTER SESSIONS**

| Timeslots    | Outside Pavilion                                                                                                                         | Main Hall                                                                                                                                                    |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00- 15:00 | <b>Ester Mbathera</b><br>The Namibian- News Editor<br><b>Media Expectations from communicators</b>                                       | <b>Wonder Guchu</b><br>Communications Academic (Namibian Sun)<br><b>PR and Public Trust: The Power of Effective Communication.</b>                           |
| 15:15-16:15  | <b>Festus Nakatana</b><br>Capricorn Group: (Corporate Affairs Manager)<br><b>Creating Content That Informs, Influences &amp; Engages</b> | <b>Jona Musheko-</b> Manager of External Affairs & Communications (Green Hydrogen-Namibia)<br><b>Communicating The Vision: The Green Hydrogen Experience</b> |

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|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:00-10:00  | Official Opening Programme                                                                                                                                       |
| 11:00-11:15  | <i>Networking Refresher Break</i>                                                                                                                                |
| 11:30-12:30  | <b>Developing a Comms Strategy for a rapidly changing world</b><br>Ms. Hilda Basson-Namundjebo: Communication Strategist (Namibia)                               |
| 12:30- 13:00 | <b>AI 101: Practical workflow integration, Messaging Optimization, and Governance-</b><br>Stantin Siebritz- Managing Director New Creation Solutions   AI Expert |
| 13:00-13h50  | <i>Networking Lunch Break</i>                                                                                                                                    |

## CLUSTER SESSIONS

| Timeslots    | The Pavilion                                                                                                                                                            | Main Hall                                                                                                                                                 |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00- 15:00 | <b>Johannes Hangula</b><br>Managing Director, Hekami Agency<br><b>From Communication to Intelligence: Why the Future Belongs to Organisations That Understand More.</b> | <b>Tim Ekandjo-</b><br>MTC Chief Brand, Marketing, Communications & Sustainability Officer<br><b>Building &amp; Selling an Admirable Brand</b>            |
| 15:15-16:15  | <b>Paulo Coelho Manager:</b><br>Marketing, Communications & PR- NAMCOR<br><b>Public Engagement and Building Public Trust</b>                                            | <b>Toivo Ndjebela</b><br>Namibian Sun: Editor In Chief & Chairperson of the Editors Forum of Namibia<br><b>Media Literacy in combating Misinformation</b> |

END OF DAY 3

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| 08:00- 09:30 | <b>Panel Discussion:</b> Nashilongo Gervasius (Director of Corporate Engagement and Internationalisation- NUST) sits down for a panel discussion on Service Delivery & Managing the Narrative with Christof Maletsky CEO-New Era Publications; Dr. Sam Ntelamo Erongo Region CRO, Robert Mwanachilenga - Vice President & Country General Manager - Reconnaissance Energy Namibia |
| 09:30-10:15  | <b>Advancing Accountable Governance through Effective Communication of NDP6</b><br>Professor Johannes Coetzee (Namibia)                                                                                                                                                                                                                                                           |
| 10:15-10:30  | <i>Networking Refresher Break</i>                                                                                                                                                                                                                                                                                                                                                 |
| 10:30- 11:30 | <b>Building Public Trust- A government PR's perspective</b><br>Romeo Mugunda- Deputy Director for Public Relations and Information Services- Ministry of Agriculture, Fisheries, Water and Land Reform                                                                                                                                                                            |
| 11:30-12:30  | <b>Professionalizing Communication- Building the Namibian blueprint: Case Study Zambia</b><br>Ms. Irene Chipili- President of the Zambia Institute of Public Relations and Communication (ZIPRC)                                                                                                                                                                                  |
| 12:30- 13:00 | <b>Release of the ECC2026 Namibia Consensus &amp; Working Document</b><br>Confidence Musariri, ECC26 Project Manager; Namibia Press Agency Manager Editorial Operations & Commercial Services                                                                                                                                                                                     |
| 13:00-13:30  | <b>Closing Ceremony:</b> Jata Kazondvu- Acting CEO Namibia Press Agency                                                                                                                                                                                                                                                                                                           |
| 13:30- 16:00 | <i>Networking Lunch Session</i>                                                                                                                                                                                                                                                                                                                                                   |

END OF DAY 4

