

NPRW

Nigeria Public Relations Week

Croc City 2026

-NPRW/2026 Kaduna

"Food Security: From Policy Paper to Public Plate; the Imperatives of Public Relations."





Addressing Nigeria's food security challenges

Recent UN and humanitarian analyses show that millions of Nigerians are facing acute food insecurity that is already eroding health, livelihoods and social stability. Addressing this scale of need demands more than policy papers: it requires urgent, effective and sustainable solutions, and communications must be central to those solutions.

Under the theme, "Food Security: From Policy Paper to Public Plate - the Imperatives of Public Relations," NPRW2026 Kaduna will move the conversation from diagnosis to delivery. We will explore how strategic public relations builds trust, coordinates action across government, humanitarian and private actors, and motivates citizen behaviour change so agricultural policy translates into secure, nutritious food on Nigerian plates.

We will spotlight practical, communications-led interventions: clear crisis messaging, localized behaviour campaigns, credible transparency and media partnerships that can keep food systems visible until policy becomes practice.

Message From the President and Chairman of Council, NIPR

Dr. Ike Neliaku, fnipr.



It is with honour and a deep sense of responsibility that I address you—distinguished stakeholders, decision makers, and leaders across the public and private sectors—as we prepare for Nigeria Public Relations Week 2026. This year's edition comes at a pivotal moment for our nation's food systems, nutrition value chain and stakeholder alliances.

Our theme "Food Security: From Policy Paper to Public Plate; the Imperatives of Public Relations" reflects the reality that communication is central, not secondary, to agricultural transformation and nutrition development. Public Relations must drive trust, transparency and engagement across agriculture, F&B, financial institutions and allied sectors.

I therefore invite you to lend your voice, your brand and your resources to this gathering of leaders, policymakers and practitioners, and look forward to welcoming you as sponsors, partners and delegates.

Join us to forge partnerships, spark innovation and shape a sustainable future where every plate is full, every community empowered and every policy counts. Together, we will turn strategy into action and intent into impact.

Nigeria Public Relations Week (NPRW):

The **Nigeria Public Relations Week (NPRW)** is **Nigerian Institute of Public Relations (NIPR)**'s flagship national event which aims to drive dialogue to drive sustainable national development. Since its inception in Abeokuta in 2024, NPRW has evolved into Africa's leading professional forum on public relations and policy communication, fostering partnerships across government, business, academia, and international development.

The inaugural **NPRW 2024 (Abeokuta, Ogun State)** brought together more than 1,000 delegates, government officials, and communication leaders to discuss strategies for rebuilding public confidence in governance and institutions under the theme, "Strengthening Trust for National Cohesion."

NPRW 2025 (Uyo, Akwa Ibom State) centred on "Solid Minerals: A Solid Path to Nigeria's Sustainable Economic Recovery — The Challenge for Public Relations," to spotlight strategic communications as a catalyst for economic diversification.



Investiture of the Ogun State Governor,
Prince Dapo Abiodun



Investiture of Akwa Ibom State Governor,
Pastor Umo Eno

Nigerian Institute of Public Relations (NIPR)

The Nigerian Institute of Public Relations (NIPR) is the statutory body established by Decree No. 16 of 1990 (now an Act of Parliament, Cap N114, Laws of the Federation of Nigeria) to regulate and develop the practice of public relations in Nigeria. With over 10,000 members across public, private, and civil society sectors, NIPR serves as the nation's professional guardian of ethical communication, reputation management, and stakeholder engagement.

Through policy advocacy, professional training, and public enlightenment, the Institute advances transparent communication and trust-building as pillars of national development. NIPR's mission is to promote excellence in public relations practice, elevate standards of communication across all sectors, and position the profession as a strategic tool for nation-building and socio-economic transformation. NIPR serves as the conscience and convenor of ethical, trust-building communication in the public interest.





Kaduna State

Proud Host of Nigeria Public Relations Week 2026



His Excellency
Senator Uba Sani
Kaduna State Governor

"Kaduna welcomes you to experience its dynamism where tradition meets transformation, and policy meets purpose."

As the official host and key sponsor of NPRW 2026, Kaduna State reaffirms its commitment to strengthening Nigeria's food systems, empowering enterprise, and fostering public trust. Its partnership with the Nigerian Institute of Public Relations (NIPR) underscores the State's leadership in promoting communication as a tool for governance, investment, and national development.

Strategically located in northwestern Nigeria, Kaduna State stands as a thriving centre for agriculture, commerce, education, and innovation. Known as "The Centre of Learning," Kaduna blends a rich cultural heritage with a modern, investment-friendly environment that continues to attract businesses, development partners, and investors from across Nigeria and beyond.

Home to over 9 million residents and more than 50 diverse ethnic groups, the State is a microcosm of Nigeria's rich diversity. Its fertile lands, growing infrastructure and industrial base position Kaduna as a leading hub for agribusiness, manufacturing, logistics, and digital innovation.

Under the visionary leadership of Governor Uba Sani, Kaduna State is driving bold reforms that promote transparency, inclusion, and sustainable growth. Key initiatives including the ArewaTech4Ladies partnership with Google Africa, innovative SME loan schemes, and a strong record of fiscal accountability have earned Kaduna national recognition as Nigeria's most transparent and reform-minded subnational government in 2024.



Why Partner with NPRW **Kaduna** 2026?

BENEFIT	DESCRIPTION
Visibility & Brand Positioning	Position your organisation as a thought leader in food security, sustainability, and policy implementation.
Access to Decision-makers	Engage directly with research institutions, agribusiness leaders, civil society and media.
Policy Influence & Co-Creation	Co-host sessions or panels that reflect your mandates, highlight your programs, or influence public policy narratives.
Media & Reputation Leverage	Receive curated media coverage, speaking slots, logo inclusion, sponsored content and feature interviews.
Legacy & Social Impact	Contribute to national development by boosting public trust, citizen engagement and food-security awareness.

Sponsorship Categories and Benefits



TIER	INVESTMENT	BENEFITS / DELIVERABLES
Diamond (Title/Lead)	N25 million	Naming rights, keynote slot, prominent branding, VIP seating, press interview, lead exhibit space.
Gold	N20 million	Session sponsorship, speaking opportunity, booth space, email promotions.
Silver	N15 million	Session sponsorship, speaking opportunity, booth space, email promotions.
Bronze / Supporting	N10 million	Logo in selected materials, social media shout-outs, delegate data-base access.
In-Kind Partner	Varies	Media, hospitality, travel, logistics, or tech contributions; recognition commensurate with support.

*Custom Packages:

We are happy to tailor packages (e.g. co-branding public campaigns, research briefs, pilot projects, seminars) that align with your mission and audience goals.

Delegate Participation - Conference Fees and registration timelines

TIMING	MEMBERS	NON - MEMBERS
Regular February 28 – March 21, 2026	N120,000	N150,000
Late Registration March 21 – April 5, 2026	N170,000	N200,000

For group registrations of more than 50 personnel from the same organisation, discounts from 10 – 15% are available as follows:

50 – 100 persons – 10% discount

100 and above – 15% discount.

**Please note that there will be no registration of delegates onsite*

Thank you.



Nigeria Public Relations Week 2026 represents more than a professional gathering, it is a national movement to connect ideas, people, and purpose around food security.

On behalf of the Marketing Subcommittee for NPRW/2026, I thank you for considering our invitation to join us, not just as sponsors, but as collaborators in building a more inclusive and sustainable Nigeria.

We look forward to welcoming you to NPRW/2026 Kaduna, because Public Relations has the power to inspire behaviour, influence policy, and strengthen markets.

Chief Yomi Badejo Okusanya (YBO) FNIPR



Nigeria Public Relations Week 2026 – NPRW/2026 Kaduna

"Food Security: From Policy Paper to Public Plate;
the Imperatives of Public Relations."

Let's Shape Nigeria's Food Future Together
Be part of Nigeria's most strategic communication platform in 2026.
Join us in Kaduna, April 19–25, 2026.



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