



PUBLIC RELATIONS ASSOCIATION OF UGANDA

GOLDEN JUBILEE CONFERENCE

**CELEBRATING 50 YEARS OF PROFESSIONAL EXCELLENCE: *SHAPING THE
FUTURE OF PUBLIC RELATIONS***

DATES

20 – 23 October 2026

VENUE

Source of the Nile Hotel, Jinja

PROGRAMME

TUESDAY, 20 OCTOBER 2026 — ARRIVAL, NETWORKING & PR CONVERSATIONS

TIME	ACTIVITY
2:00 p.m.	Arrivals & Check-in
6:00 – 8:00 p.m.	Campfire Conversations <i>PR Unplugged: Off-the-Record Lessons, Blunders, and Untold Stories from 50 Years in the Trenches.</i> BBQ & Entertainment

Dress Code: Denim & White

WEDNESDAY, 21 OCTOBER 2026 — FULL DAY CONFERENCE (OFFICIAL OPENING CEREMONY)

TIME	ACTIVITY
8:30- 9:00 a.m.	Arrival, National Anthems, Entertainment (Ghetto Kids/ Traditional Troupe)
9:00 -9:30 a.m.	Welcome Remarks & Video: PRAU@50 Docu Serie EP1 <i>Sponsor's Remarks:</i> <i>Parliament of Uganda</i>
9:30 – 10:00 a.m.	PRAU Patron's Address: <i>Celebrating 50 Years of Professional Excellence: Shaping the Future of Public Relations in Uganda</i>
10:00 a.m.- 12:30 p.m.	Official Opening Ceremony Opening Remarks & The Golden Jubilee Presidential Address.

(Appreciation & Photo Moments) PRAU President H.E. Irene Nakasiita.

Entertainment/ Press Interviews

Sponsor's Remarks:
Vision Group

**12:30 – 1:30
p.m.**

Presentation: Heritage & Evolution: Historical Narrative of Public Relations in Uganda.

Reflections on Uganda's Public Relations practice: Tracing the transition of PR in Uganda from basic press relations and event management to C-suite governance, risk mitigation, and corporate strategy.

Sponsor's Remarks:
Bank of Uganda

**1:30 - 2:30
p.m.**

Health & Lunch Break

TIME

ACTIVITY

Sponsor's Remarks:
Uganda Broadcasting Corporation

**2.30 – 3.30
p.m.**

Keynote Address:

Accelerating Africa's economic growth and regional integration through Strategic Communications, Public Relations & Public Affairs.

Closing Remarks

(Appreciation/ Photo Moments)

-PRAU@50 Docu Serie EP2

Sponsor's Remarks:
Deposit Protection Fund of Uganda

**3:30-4:30
p.m.**

Presentation — The State of PR in Uganda

Fireside chat — Reflections on the state of PR in Uganda

Dance Interlude/ Entertainment/Tea Break

Sponsor's Remarks:

The Microfinance Support Centre

**4:30 – 5:30
p.m.**

Presentation – Artificial Intelligence in PR & Communications

• *Redefining communication: Leveraging AI tools for media monitoring, content generation, and audience intelligence without losing human authenticity and narrative control.*

Sponsor's Remarks:

Uganda National Oil Company Limited

**5:30 – 6:30
p.m.**

Closing Remarks – PRAU Vice President

(Appreciation/ Photo Moments)

**8.00 p.m.
-10:00 pm.**

DINNER & ENTERTAINMENT

Dress Code: Corporate smart (day), Culture wear (night)

THURSDAY, 22 OCTOBER 2026 — FULL DAY CONFERENCE

TIME	ACTIVITY
8.30 – 10.30 a.m.	Ice Breakers: The CEO Dance Challenge/ PRAU@50 Doc Serie EP 3 Sponsors' Remarks: ● Pearl Bank ● Uganda Revenue Authority Breakfast Meeting — Leadership & Governance 1. The CEO–PR Relationship: From Publicity to Strategy: Reimagining the CEO & Chief Communications Officer Partnership. 2. Governance, Controls in Turbulent Crisis Times Closing Remarks (Appreciation/ Photo Moments)
10.30 – 11.30 a.m.	Presentation — ESG & Sustainability <i>The role of communicators in articulating Environmental, Social, and Governance (ESG) initiatives, green transition, and corporate accountability in East Africa.</i>
11:30 a.m. – 12:30 p.m.	- Busoga traditional dance troupe Sponsor's Remarks: Capital Markets Authority Panel — Ethics & Legal: Responsible Communications <i>Upholding integrity, transparency, and professional codes of conduct amidst commercial, political, and digital pressures.</i>
12:30- 1:15pm	Presentation — Artificial Intelligence in PR & Communications • <i>Harnessing the power of AI, data, and Analytics to create sustainable value for stakeholders and organisations through Public Relations.</i> Sponsor's Remarks: Uganda Red Cross Society
1:15 – 2:00 p.m.	Lunch Break & DJ Entertainment

TIME	ACTIVITY
2:00 – 4:00 p.m.	Sponsor's Remarks: <i>Petroleum Authority of Uganda</i> Media Roundtable – Media Relations & Publicity <i>The Art of Earned Media: Strategies for Capturing Editorial Attention and Measuring Impact</i>
4.00 -4:30pm	Sponsor's Remarks: <i>Uganda Civil Aviation Authority</i>
5:00 p.m.	Health Break & Dance Work out/ Entertainment - PRAU@50 Docu Serie – EP 4 Sponsor's Remarks: <i>National Water & Sewerage Corporation</i>
5:00 – 6:30 p.m.	Panel – Marketing Communications <i>Effective Integrated Marketing Communications Campaigns for Maximum ROI</i> Sponsor's Remarks: <i>Stanbic Bank</i> <i>Uganda Baati</i>
7:30 p.m. – 10:30 p.m.	Jinja nightlife experience

Dress Code: Corporate smart (day), Free style (night)

FRIDAY, 23 OCTOBER 2026

THE JINJA CITY ADVENTURE & AWARDS GALA

TIME	ACTIVITY
9:00 a.m. – 4:00 p.m.	Jinja City Excursion
5.00 p.m.	10 th PRAU Excellence Awards



FRIDAY, 23 OCTOBER 2026
EVENING

PRAU Excellence Awards Programme

A Legacy in Gold: Honouring the Cream of Public Relations

TIME	ACTIVITY	RESPONSIBILITY
5:00 – 5:45 p.m.	<i>Early bird catches the Cocktails</i> • Show up in style • Glam moments • Drinks & Catch-up	-
5:45 – 6:00 p.m.	<i>MCs on the mic</i> • MC calls the session to order, introduces event programme	MCs
6:00 – 6:15 p.m.	<i>A word from H.E. the PRAU President</i>	Irene Nakasiita <i>PRAU President</i>
6:15 – 6:45 p.m.	<i>Awards in Review: Judges take the stage</i>	• Lead Judge • Technical Support Partner representative
6:45 – 7:15 p.m.	<i>Golden moments: The Cream Rise Part 1</i> • PRAU Golden Legacy Awards	Guest of Honour
7:15 – 8:15 p.m.	<i>Wine & Dine by the Nile</i>	Banquet over fine tunes
8:15 – 8:45 p.m.	<i>Golden moments: The Cream Rise Part 2</i> • PR Rising Star • Media Relations Gold Standard • Event Maestros • Culture Champions • Reputation Champions • Impact Beyond Profit	MC & Selected Dignitaries

TIME	ACTIVITY	RESPONSIBILITY
8:45 – 9:15 p.m.	<i>Golden moments: The Cream Rise Part 3</i> • Policy & Persuasion • Corporate Storytellers • Heart & Purpose • Viral Gold • PR Powerhouse	MCs & Selected Dignitaries
9:15 – 9:30 p.m.	<i>Legacy Wisdom: Nuggets from the Guest of Honour</i>	Guest of Honour
9:30 – 9:45 p.m.	<i>Golden moments: The Cream Rise – The Final</i> • PR Crown Jewel	MC & Selected Dignitaries
9:45 p.m.	<i>Glam moments: Group edition</i>	MCs

Dress Code: Ball Gowns & Tuxedos (Black or Red with a touch of gold)



Thank you for celebrating 50 years of PRAU with us.

