

PRISMS 2026 Summit — Full Programme											
Day	Time	Session	Title	Role 1	Speaker 1	Role 2	Speaker 2	Role 3	Speaker 3	Role 4	Speaker 4
Day 1	08:00–08:50	Registration & Networking — Light refreshments									
Day 1	08:50–08:55	MC Call to be seated over PA and assisted by Ushers									
Day 1	08:55 - 09:00	Presentation 1: Welcome & Housekeeping	MC, Welcome & Housekeeping	MC	Lebogang “Paula” Sekoboane and Keitumetse Moepang						
Day 1	09:00–09:10	Presentation 2: Presidential Address	Presidential Address: Africa Declares a New Shared Standard	Welcome & Presidential Address	Dr Caroline Azionya						
Day 1	09:10–09:20	Keynote: The Human Advantage		Keynote Speaker	Khulekani Mathe						
Day 1	09:20–09:55	Plenary 1: Government	Government & Nation Branding: Soft Power and Narrative Leadership in the SADC Region	Moderator	Shenanda Janse van Rensburg	Panellist 1	Sithembile Ntombela	Panellist 1	Representative from DIRCO	Panellist 2	Lazarus Jacobs
Day 1	09:55–10:20	Panel 1: Leading in Complexity	Leading in Complexity: Trust, Ethics and Human Judgement	Moderator	Ingrid Lotze	Panellist 1	Gavin Moffat	Panellist 2	Thabang Skwambane	Panellist 3	Mona Zwambila
Day 1	10:20–10:35	Demonstration: AI on the Edge	AI on the Edge: What Offline AI Could Achieve for South Africa's / SADC Digital Economy	Presenter	Botshelo Baloyi						
Day 1	10:35–10:55	Tea Break									
Day 1	10:55–11:20	Panel 2: Narrative Intelligence & Crisis Response	Reputation at Machine Speed: Narrative Intelligence and Crisis Response in the Age of Deepfakes and AI Disinformation	Moderator	Kisha Reader-Bain	Panellist 1	Shaun Jordaan	Panellist 2	Danielle Timmins	Panellist 3	Siphiwe Mpeye
Day 1	11:20–11:45	Panel 3: Professionalisation	The Role of PR Associations in Advancing the Profession: The Case for Professionalisation	Moderator	Dr Caroline Azionya	Panellist 1	Arik Arkani	Panellist 2	Patricia Luhanga	Panellist 3	PRCC President
Day 1	11:45–12:10	Panel 4: Higher Education (HEI)	More Human Than Ever: What Graduates Bring to a Machine Age (HEI)	Moderator	Thabisile Phumo	Panellist 1	Dr Carla Enslin	Panellist 2	Sylvester Chauke		

Day 1	12:10–12:45	Plenary 2: NGOs	The Human Economy: NGOs, Youth Employment and Skills Exchange	Moderator	Palesa Mokomele	Panellist 1	Stacey Baluske Mtika	Panellist 2	TBC	Panellist 3	FNB
Day 1	12:45–13:00	Presenter 2: The Agentic Age	Future Focus: Strategic PR and Communication for the Agentic Age	Presenter	Tsholofelo Dihutso						
Day 1	13:00–14:00	Lunch									
Day 1	14:00–14:25	Panel 5: Micro-Media & the Creator Economy	Podcasting, Micro-Media and the Creator Economy: Authenticity, Influence and the Rise of African Storytellers	Moderator	Lebogang “Paula” Sekoboane	Panellist 1	Pat Mahlangu	Panellist 2	Helene Nieuwenhuis	Panellist 3	Kaldora Naidoo
Day 1	14:25–15:00	Plenary 3: Corporate	The Growth Engine: How Strategic PR Drives Business Growth (Corporate)	Moderator	Fatima Ouanssaidi	Panellist 1	Dustin	Panellist 2	Emmanuel Bonoko	Panellist 3	Bridget Bridget von Holdt
Day 1	15:00–15:15	Special Presentation: Behavioural Science	The Persuasion Code: How Behavioural Science Really Changes Minds	Presenter	Ryan McFayden						
Day 1	15:15–15:45	Editors' Forum	Editors' Forum: Inbox Intelligence: How PR Professionals Earn Media Coverage in 2026	Moderator	Martin Slabbert	Editor 1	Sam Marshall	Editor 2	Kgaugelo Gumede	Editor 3	Hein Kaiser
Day 1	15:45–16:00	Afternoon Tea Networking, Photos & Day 1 Close									
Day 2	08:00–09:00	Registration & Networking									
Day 2	09:00–09:35	Plenary 4: Academic	The Thinking University: Cultivating Resilient Critical Thinkers in the Age of AI-Induced Cognitive Offloading (Academic)	Moderator	Andile April	Panellist 1	Nicky James	Panellist 2	Prof Come Mentjies	Sponsor slot (1)	AFDA
Day 2	09:35–10:00	Panel 6: DEI	DEI: Moving Beyond Performance to Genuine Inclusion	Moderator	Luthando Kekana	Panellist 1	Dr Hanri Kriel	Panellist 2	Keabetswe Dichabe		

Day 2	10:00–10:30	Fireside Chat 2 & Presentation 4: Proving PR's Value / The Impact Barometer	Proving PR's Value: From AVEs to Decision-Making, followed by the unveiling of The Impact Barometer (PRISA / PEAR)	Moderator	Shannaz Nel	Presenter	Dr Jaco Pienaar	Guest	Daniel Munslow		
Day 2	10:30–10:50	Tea Break									
Day 2	10:50 - 11:10	Masterclass on AI	Master Class on AI	Speaker 1	Kyle Fraser	Speaker 2	Edzai Zvobo				
Day 2	11:10–11:45	Plenary 5: Agency	The Vanishing Agency Model: Reimagining Value in the Age of In-Housing, AI and Accountability (Agency)	Moderator	Bradly Howland	Panellist 1	Mandlakazi Mphahla	Panellist 2	Ethel Ramos	Panellist 3	Mary Gearing
Day 2	11:45–12:10	Panel 7: Sustainability	Communicating Sustainability: Greenhushing vs Greenwashing and the Quest for Credible ESG Narratives	Moderator	Dr Clarissa Muir	Panellist 1	Angela Barter	Panellist 2	Prof Ana Adi	Panellist 3	Noxolo Mfocwa
Day 2	12:10–12:45	Panel 8: Public Sector Trust	The Architecture of Trust in Government and Public Sector Communication: Building Information Integrity in the AI Era	Moderator	Luthando Tyhalibongo	Panellist 1	Kate Bapela	Panellist 2	Mpho Roborife	Panellist 3	Caley Clifford
Day 2	12:30–13:00	Plenary 6: Youth	Agenda-Setters and Power-Holders: How Youth Are Rewriting Influence	Moderator	Ayanda Siswanada	Panellist 1	Dale Hefer	Panellist 2	TBC	Panellist 3	Tinyko Emily Nkuna
Day 2	13:00–14:00	Lunch									
Day 2	14:00–14:25	Panel 9: Internal Comms (IFIICA)	The Great Convergence: Internal Comms, Culture and Reputation (IFIICA)								
Day 2	14:25–14:55	Debate: Hard Questions for an AI Age	“AI Will Do More Harm Than Good in the Next 10 Years”	Moderator / Chair	TBC	Panellist 1	TBC	Panellist 2	TBC	Panellist 3	TBC
Day 2	14:55–15:00	Vote of Thanks		Speaker — PRISA President	Dr Caroline Azionya						
Day 2	15:00 - 15:05	Closing		Speaker — PRISMS Chair	Mary Gearing						
Day 2	15:05–16:00	Networking, Photos & Day 2 Close									