



The Comms Avenue Annual Report

2021-2022

ABOUT THE COMMS AVENUE

The Comms Avenue is a capacity building and networking platform for Communications professionals across Africa and beyond. We currently have over 1000 Communications professionals from 20 African countries in our mission-driven community.

Our Vision – To raise the standard for Comms talent in Africa and build a strong community of communicators who are empowered to contribute to positive change in various industries, across Africa and globally.

Our Mission – To equip Communications professionals across the African continent with the skills, knowledge and opportunities to achieve measurable results in their role as communicators.

Our Pillars



What We Offer

- Mentoring programme for young Communications professionals.
- Competence-based and specialist Communications training.
- Training of employees and in-house Communications teams.
- Media and Communications training for executives.
- Networking events and hangouts.



A WORD FROM OUR CO-FOUNDER

The work that we do at The Comms Avenue is not necessarily an easy one but it is one we do with all of our hearts because we believe in the power of Communications to achieve critical objectives for organisations and the African continent at large. And at the forefront of this, we have the young communicators who have the power to make a difference with their skills if given the right support.

This is why we are focused on their professional growth and development at The Comms Avenue. The continued growth of our community across Africa is proof of our utmost dedication to our vision.

This Annual Report documents the results we have achieved so far. As we look forward to doing even more in the new year, we hope we can count on your support to play a pivotal role in the career journeys of the young Communications professionals in Africa and position them to make measurable impact in different sectors in their home countries and across the continent.

ADEDOYIN JAIYESIMI

CO-FOUNDER

A Summary of What We Achieved

Community Activities



1000+

Community
Members



20

African
Countries



75%

Job/ collaboration
opportunities
accessed

Community Impact



120+

Senior
professionals
engaged



150+

Young
professionals
mentored



650

Resource
Downloads

COMMUNITY ACTIVITIES

Community Growth

We started 2022 with 600 community members and in the course of the year, we grew to over 1000 members from various industries and different career levels. Our activities this year were focused on supporting the entry and mid level professionals in their career journeys.

We also welcomed community members from Zambia, Rwanda, the Gambia, Mozambique, Eswatini, Equatorial Guinea, Malawi, Angola and Namibia. This brought the number of African countries represented in the community to 20.

TCA Hangout 🇮🇪 🇸🇩 🇸🇪 🇳🇮 🇮🇪

We kicked off our TCA Africa Tour this year to bring together community members and professionals in different cities to network and share experiences.

We had physical hangouts in Ghana, Kenya, and Côte d'Ivoire. In Nigeria, we had hangouts in Lagos and Abuja.



A total of 60 professionals attended a TCA Hangout in 2022. The hangouts allowed community members to make new professional connections and access career opportunities.

Other events:

- Speed Networking for Professionals (Abuja).
- Anniversary Paint and Sip Event (Lagos).

TCA Webinar

With regards to our capacity-building pillar, we invited thought leaders and experts to share specialist and topical knowledge with Communications professionals within and outside our community.



We started off the year with the "Get to know series" and "An Engagement with Professionals Bodies" to give professionals deeper insight on what it's like to work in Communications across Africa and the importance of being part of professional associations. Over 200+ professionals from across the continent joined a TCA Webinar.



Collaboration & Partnerships

To further amplify our work, we collaborated with a number of Communications/ PR platforms to equip young African professionals with critical sector skills. This includes:

- Africa Communications Week
- Lagos Digital PR Summit
- Naole Media
- Nigerian Women in PR

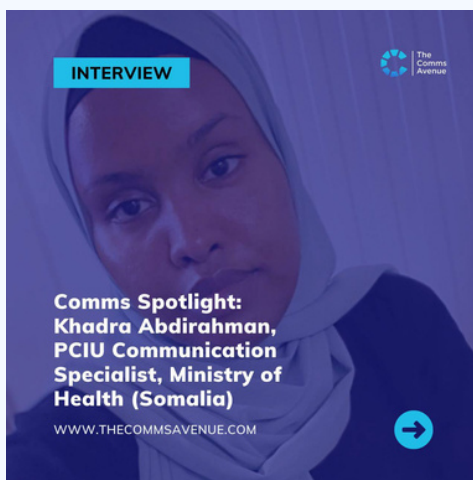


Content & Social Media

Through our website and social media content, we shared practical Communications tips and resources for the young professional in Africa.



In addition, we interviewed 40 mid-level and senior Communications professionals from across the continent for our Comms Spotlight series. This series which provided insights into the career journeys of senior professionals brought in consistent traffic to our blog.



Locations:

Kenya - 14
South Africa - 8
Nigeria - 4
Rwanda - 3
Ghana - 2
Zambia - 2
Somalia - 1
Gambia - 1
Egypt - 1
Cameroon - 1
Zimbabwe - 1
Senegal - 1
Netherlands - 1

Engagement

We recorded a significant increase in online engagement and reach through the implementation of a cohesive content strategy across multiple channels.

Social Media



Website



Newsletter



Press/ Media Features

Media features: 45+

Total impressions: 117,050



OUR IMPACT

Comms Mentoring Programme

In 2022, we set out to impact 100 young communications professionals through the Comms Mentoring Programme (CMP). Through two batches of the CMP, 102 young professionals from across the continent were mentored.

Impact Numbers

Total number of Mentees: 132

Total number of Mentors: 89

Number of Batches: 5

Countries:



Some Organisations Represented



Testimonials



I was properly guided by my mentor who gave me real life scenarios from her journey.

The one-on-one mentorship was a win for me. I loved the insightful discussions during the workshops and how open our mentors were.

Sammy Lumbasyo
(Mentee)



I enjoyed the ability to give back and share the insights I have learned during my career with a mentee who was so eager to learn.

Nysha King
(Mentor)

Comms Resources

Using insights from community conversations, we created resources to equip young professionals with practical information to perform better on the job.

The '**Transitioning into Comms Guide**' was the first resource we released and it provided tips to successfully transition into a career in Communications.



Our second guide, the '**First 100 days in Comms Guide**' was aimed at helping young professionals to hit the ground running in a new job.

The guide featured insights from 16 senior professionals from across the continent who shared their perspectives on what is required within the first 100 days of starting a new Communications role.

Resource Statistics



Other Achievements

- Access to job opportunities for community members.
- Implementation of a specialist mentoring programme for the Association of Corporate Affairs Managers in Banks (Nigeria).



OUR 2023 OUTLOOK

Building on the impact we achieved in 2022, our goal for 2023 is to implement capacity-building programmes to raise the bar for Comms talent across Africa and to create stronger partnerships within the African ecosystem.

The following are some of the activities we have lined-up in 2023:

- Launch of TCA Scholarship Fund – **January 2023**
- Comms Intensive Africa Course One on Strategic Communications – **February 2023**
- Comms Mentoring Program – **April 2023**



The graphic is a vertical banner for 'Comms Intensive Africa'. At the top left is the 'The Comms Avenue' logo. The title 'Comms Intensive Africa' is in large, bold, dark blue font. Below it, the text 'A Specialist Communications Programme' is followed by three bullet points: 'Virtual classes.', 'Project-based assessment.', and 'Takeaway templates and resources.'. A table lists three courses: 'February' for 'Strategic Communications', 'June' for 'Development Communications', and 'February' for 'Internal Communications'. Each row has a blue checkmark icon. At the bottom left, it says 'Register here' with the link 'bit.ly/CommsIntensiveAfrica'. On the right, there is a blue circle with the text 'Coming in 2023' and a circular image of two people working on a laptop. At the bottom right, under 'For enquiries:', it lists an email and two phone numbers.

February	Strategic Communications
June	Development Communications
February	Internal Communications

For enquiries:
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- Speed Networking for Professionals – **April 2023**
- Comms Intensive Africa Course Two on Development Communications – **June 2023**
- Comms Intensive Africa Course Three on Internal Communications – **September 2023**

In addition, we will release resources periodically to support the professional development of young African communications professionals.

To make a contribution to our Scholarship Fund, please click [**here**](#).

To support any of our other activities, please click [**here**](#).

TCA ADVISORY BOARD



Olayinka Edmond (Board Chair)
Lead, Internal Communications,
Mastercard Foundation



George Mbithi
Communications Director,
Palladium Group



Sophia Kudjordji
Chief Communications Officer,
Jospong Group



Lesijolu Eite Eric-Nwabuzor
Corporate Service
Manager, ADPF



Cyrille Djami
Co-Founder,
Naole Media

TCA TEAM



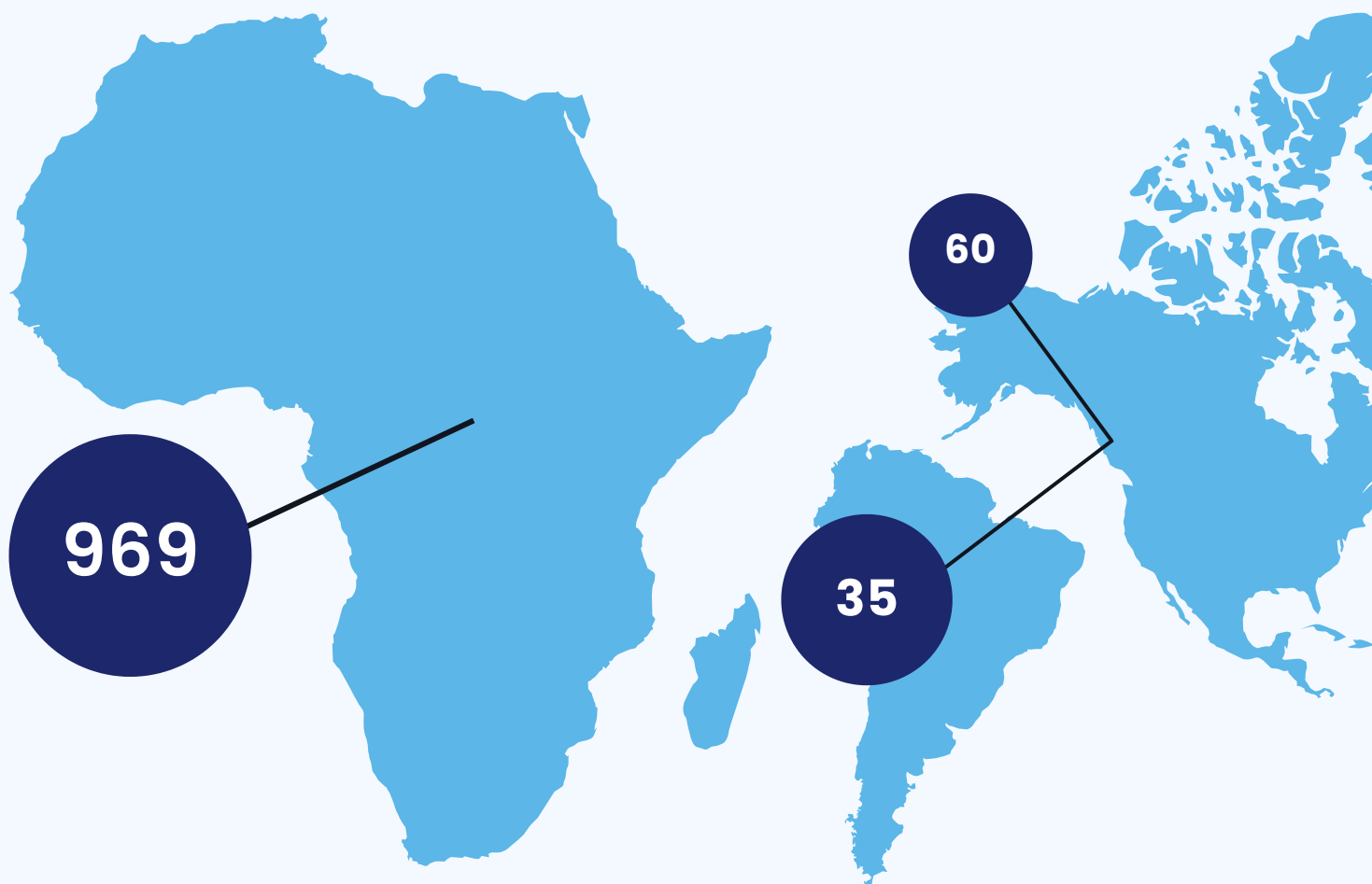
Adedoyin Jaiyesimi
Co-Founder



Sharon-Ann Adaigbe
Co-Founder



Damilola Orenisile
Comms Assistant/
Community Manager



**Members across the world*



The
Comms
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The Comms Avenue



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