

The Comms Avenue

ANNUAL REPORT

DECEMBER 2023



Who We Are

The Comms Avenue is a capacity building and networking platform for Communications professionals across Africa and beyond.

We currently have over 1300 Communications professionals from 25 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 excel in their role as communicators.

➤ What We Offer

Mentoring programme for Communications professionals and in-house teams.

Competence-based and specialist Communications training.

Upskilling and training of employees and in-house Communications teams and agencies.

Toolkit and resource creation for Communications professionals.

Networking events and hangouts.

Our Pillars



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

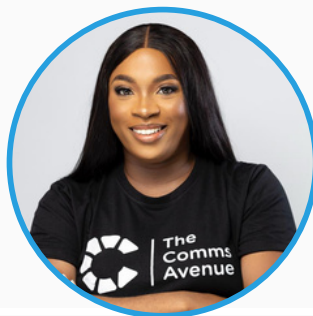


Cyrille Djami
Co-Founder,
Naole Media

TCA Team



Adedoyin Jaiyesimi
Co-Founder



Sharon-Ann Adaigbe
Co-Founder



Damilola Orenisile
Comms Officer

A Word From Our Co-Founders

LEAVING FOOTPRINTS IN THE AFRICAN COMMUNICATIONS INDUSTRY

This year, we set out to provide young African Communications professionals with opportunities to upskill and develop the competencies required to become valued and trusted advisors within their organisations.

Focusing our attention on our capacity-building pillar, we launched the Comms Intensive Africa (CIA) training programme.

We are thoroughly pleased with the outcomes of the CIA pilot courses on Strategic and Development Communications.

From job promotions to enhanced results, it is evident that with the right training and support, Communications professionals can play a crucial role in the success of any organisation.

Beyond the trainings, we also provided opportunities for Communications professionals to network from Nairobi to Abuja. We implemented the sixth batch of our mentoring programme and secured important collaborations that our community members across the continent benefitted from.

This Annual Report documents the work we did in 2023 and what we were able to achieve. We are proud of all we've done this year, and we are also reminded that there is still more to do - more young professionals to reach and deeper footprints to leave within the African Communications industry.

As you read through this report, we invite you to join us in our visionary journey of impact.



Adedoyin Jaiyesimi & Sharon-Ann Adaiigbe

Our Impact Numbers

7,500+

African Communications
Professionals Reached

200+

Senior Communications
Professionals Engaged

2500+

Resource Downloads

80

% Job Placement/
Opportunities Accessed

In doing my half-year personal development audit, it hit me how powerful, timely, and important the work that you do is.

Without the TCA Strategic Comms course, I would go a long time not doing any further studies in this field I am passionate about and without the Comms Mentoring Programme, I may have settled for way less than I deserve and I am capable of.

Both programs and the TCA community have set me up for this explosive future I am excited about.

I am more confident in my skills, more aware of my capabilities and expertise, and relaxed in this journey, knowing that I am not alone and there are people like me, figuring it out and some others, doing an excellent job.



Victoria

Community Activities

This year, our community grew with over 300 Communications professionals joining our community on Telegram.

In 2023, we welcomed community members from Gabon, Botswana and Sierra Leone, bringing the number of African countries represented in the community to 25.



Events and Hangouts

In collaboration with some renowned organisations, we brought together professionals from various sectors for specially curated events within and outside Nigeria.

These events allowed community members to expand their knowledge, make new professional connections and access career opportunities. Over 200 professionals attended a TCA event in 2023.

1. Speed Networking Event

To celebrate TCA's third anniversary in April, we organised a Speed Networking event which was supported by Ecobank Nigeria.

We had 14 senior Communications professionals from Stanbic IBTC, Mastercard Foundation, Lafarge Africa, , Google, Unilever, Coca-Cola, Pan Ocean Oil Corporation and other leading organisations who served as mentors on the day



2. TCA Kenya Hangout



We had two hangouts in Nairobi where over 50 attendees had robust conversations on how to diversify their skill-set, and they also gained useful tips for their professional development.

Our second hangout was proudly supported by Dalberg Media.

3. TCA Abuja Hangout

Our community members in Abuja came together for a unique vision boarding hangout which was supported by Mswitch.

Aside from the engaging vision boarding activity, there was a brainstorm on how to overcome challenges faced in a Comms career.



4. Making a Difference with Comms (MADwithComms)



In partnership with Sahara Group, we put together two editions of the MADwithComms event.

Over 60 young Comms professionals in Lagos connected with and gained valuable career advice from three senior professionals.

5. Winning Hearts and Minds Stakeholder Event

In collaboration with Luminare, we brought together change agents, strategic communicators and funders for the Winning Hearts and Minds Stakeholder event to discuss ways to improve collaboration to achieve lasting impact.



Learning Sessions and Training

One of our goals for 2023 was to improve the skills and competencies of Communications professionals from across the continent. We did this through specialised training programmes and learning sessions.

1. Comms Intensive Africa

We officially launched the Comms Intensive Africa in January 2023.

Through two specialist courses on Strategic and Development Communications, we trained 20 professionals from Nigeria, Zimbabwe, and Kenya.



The Comms Avenue

Comms Intensive Africa

First course starts in February

A Specialist Communications Programme

- Virtual classes.
- Project-based assessment.
- Takeaway templates and resources.

February	Strategic Communications
June	Development Communications

Image of two people working on a laptop.

2. ACW Webinar

As part of the 2023 Africa Communications Week (ACW), we hosted a webinar to discuss “The Path to a Borderless Africa: What Role Should African Communicators Play?” which was centred around the African Union’s Agenda 2063.



AFRICACOMMSWEEK 2023

The Path to a Borderless Africa: What Role Should African Communicators Play?

Sharon-Ann Adaigbe
Co-Founder,
The Comms Avenue

Whitney Mwangi
Health Communications
and Advocacy Specialist,
AU Commission

Samuel Osei
Founder, Thinkstories
Africa

Mildred Thabane
Founder,
Pekuzi Projects

Friday 26th May 11am WAT/ GMT+1 Zoom

Register - bit.ly/TCAACW2023

#AFRICACOMMSWEEK
AFRICACOMMUNICATIONSWEEK.COM

The Comms Avenue africa# communications week

The webinar was filled with valuable insights on how to improve cross-continental collaboration and trade by leveraging the power of Communications. We also had speakers from South Africa, Kenya and Ghana who shared from their wealth of knowledge.

3. Marketing Executive's Arsenal Course

Hosted in collaboration with Moyosola Kara, a renowned Marketing Director, the Marketing Executive's Arsenal course taught professionals the essentials of Marketing and how to become an irreplaceable asset within any organisation.



The three-day course which included a practical session was attended by 100 young professionals from six African countries.

Collaborations and Partnerships

Aside from nurturing our partnerships from 2022, we engaged with new partners and we also had corporate collaborations that helped to amplify the reach of our programmes and events.

Through these collaborations and partnerships with reputable corporate organisations and Communications associations, we were able to successfully reach and upskill over 500 young African Communications professionals.



Content & Social Media

Through the content on our website and on social media, we provided African Communications professionals with latest information and professionals tips on the growing trends and topical issues in Communications and Public Relations.

1. Comms Spotlight

The Comms Spotlight is one of our major content pillars where we interview Communications professionals from across the continent to provide insights and lessons from their career journeys so far.



This year, we featured 43 mid-level and senior professionals from 16 African countries. This includes Zimbabwe, Côte d'Ivoire, Cameroon, Nigeria, Kenya, Algeria, Rwanda, South Sudan and Egypt.



We were proud to bring these stories to the over 21,000 blog visitors that engaged with our content in 2023.

2. Thought Leadership

We leveraged thought leadership to provide Communications professionals across the continent with practical and valuable knowledge to improve their skills and competencies.



Our blog and social media content featured insights from leading Communications professionals and earned over 40,000 website visits.

3. Engagement



Followers as of
December 2023

8,915

New followers gained

2,595

Page views

10,322

Organic impressions

326,714



Followers as of
December 2023

2,436

New followers gained

672

Accounts reached

8,466

Organic impressions

76,000+

Website



Newsletter



Our Impact Footprint

1. Comms Mentoring Programme (CMP)

This year, we successfully implemented the sixth batch of the CMP which was created in 2020 to bridge the mentoring gap in the African Communications industry. Through the sixth batch, we mentored 67 young Communications professionals from six African countries.



Impact Numbers

Total number of Mentees: 199

Total number of Mentors: 136

Number of Batches: 6

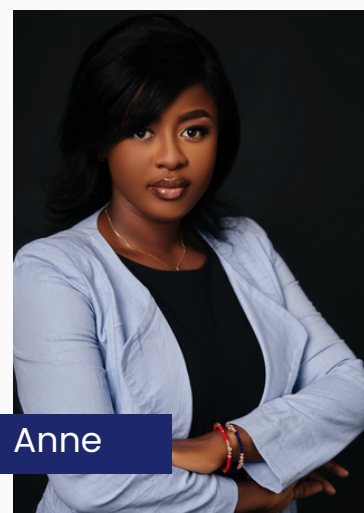
Countries:



Mentee Testimonial

I discovered the Comms Mentoring Programme (CMP) through a colleague. At the time, I was starting my career in Public Relations and I wanted to acquire new skills so I decided to give it a try.

It was a truly fulfilling experience for me. The CMP was a significant contributor to being selected for the 2023 Mandela Washington Fellowship. The CMP helped me to develop my competence and confidence.



Anne

2. Resources

To support the professional development of Communications professionals across the continent, we created tailored resources that closed knowledge gaps and provided practical steps to deliver the required results in key communication areas.



In 2023, we released the following resources and guides:

- Comms Planning Guide
- Navigating Development Communications Career Guide
- Development Communications Toolkit

Resource Statistics



TCA Scholarship Fund

This year, we created a Scholarship Fund to make our courses accessible to young professionals who are at the early stages of their careers and offer scholarships to the professionals with less means and income.

The Scholarship Fund is open all year to donors who want to support the professional growth of African Communications professionals in either an individual or corporate capacity.

 **THE COMMS AVENUE SCHOLARSHIP FUND**
Support the professional development of young Africans.

Through this Fund, we will offer full and partial scholarships for capacity-building programs and courses to upskill young professionals across the continent.

SUPPORT TODAY

 bit.ly/TCAScholarshipFund

Our 2024 Outlook

In 2024, we will continue to build on the work we have started to upskill Communications professionals, raise the bar for Comms talent across Africa and create stronger partnerships within the African Communications ecosystem.



The following are some of the activities we have lined up for 2024:

- Lunch with a Leader Series – February 2024
- Comms Intensive Africa Course on Strategic Communications – January and June 2024
- Speed Networking for Professionals – April 2024
- Comms Mentoring Programme Batch Seven – April 2024
- TCA Hangouts in Nigeria, Kenya, and Tanzania – To Be Announced

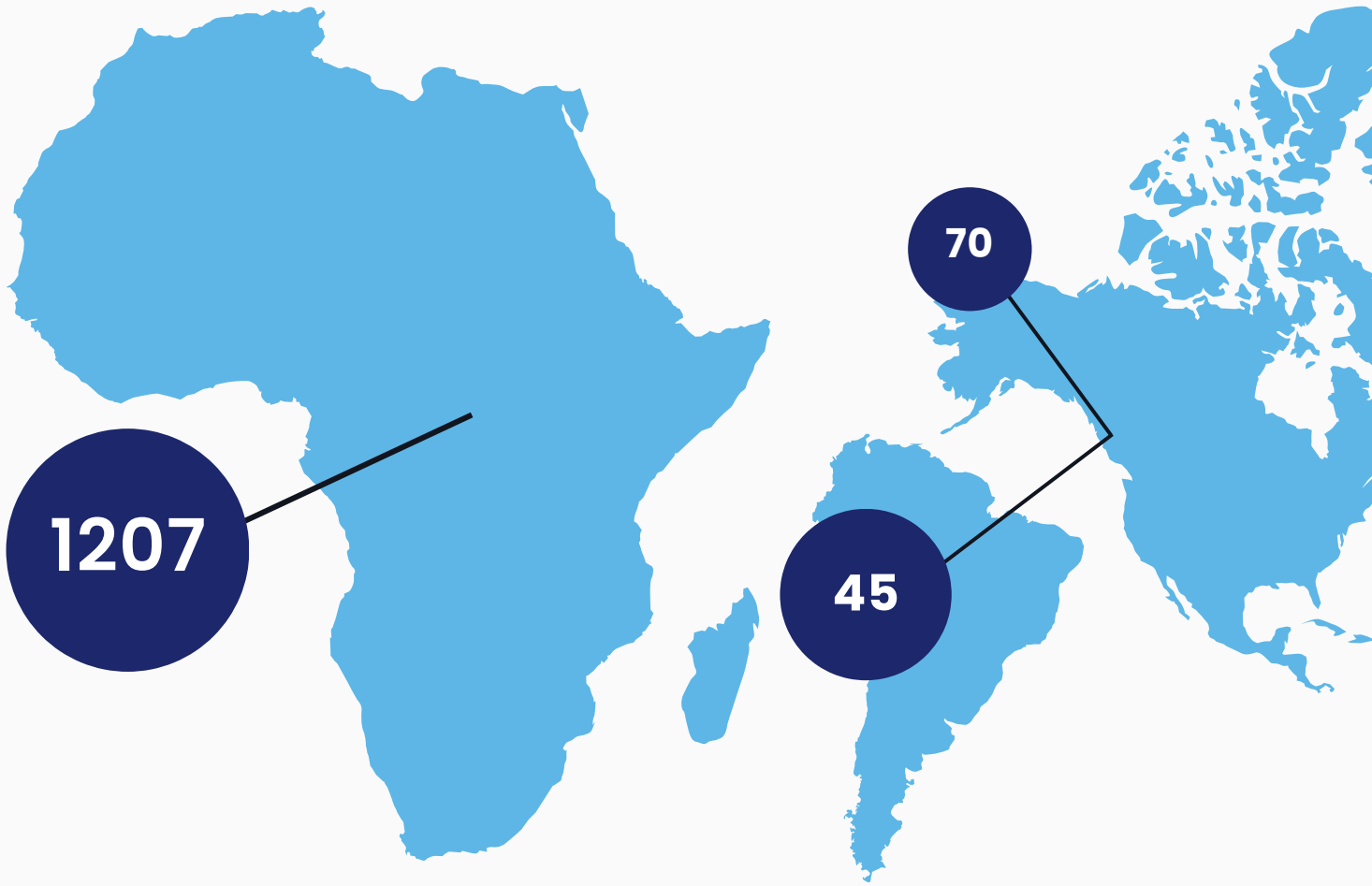
We will also release resources and specialist guides to support the growth of young African Communications professionals and improve the quality of the work done by Communications professionals across the continent.

We have a big vision which we know we can achieve with the continued support of partners and collaborators.

To make a donation to support our work, please click [here](#).

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

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



**Members across the world*



The
Comms
Avenue

A capacity-building platform for Communications professionals



www.thecommsavenue.com



letstalk@thecommsavenue.com



+234 909 3308 369 | +250 791 697 692



The Comms Avenue



@commsavenue