

ANNUAL REPORT

DECEMBER 2024



Empowering Communications Professionals Across Africa.

About The Comms Avenue

The Comms Avenue is a pan-African capacity-building and networking platform for communications professionals. We currently have over 1700 communications professionals from 25 African countries in our mission-driven community.

Using a collaborative community approach, our work is focused on enhancing communications talent in Africa by providing training, mentorship and access to opportunities for professional development and career growth.

Our work aligns with these UN SDGs:



► 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.

► Our Pillars



COMMUNITY



CAPACITY-BUILDING



NETWORKING

► What We Offer

- Mentoring programmes 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.

TCA Advisory Board



Olayinka Edmond
Lead, Internal
Communications,
Mastercard Foundation



George Mbithi
Communications
Director, Palladium Group



Sophia Kudjordji
Chief Communications
Officer, Jospong Group

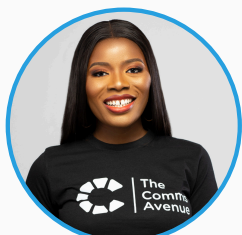


Cyrille Djami
Founder,
CommsOfAfrica

TCA Executive & Internal Team



**Sharon-Ann
Adaigbe**
Co-Founder



**Adedoyin
Jaiyesimi**
Co-Founder



**Lesijolu Eite
Eric-Nwabuzor**
Executive
Director



**Damilola
Orenisile**
Communications
Officer



**Adeayo
Adekunle**
Community
Manager

TCA Chapter Leads



Evalyne Awuor
Kenya Chapter
Lead



Grace Thuo
Kenya Chapter
Co-Lead



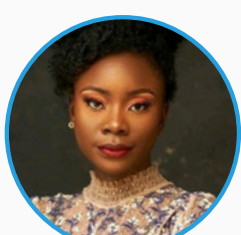
Tari Abili
Abuja Chapter
Lead



Jennifer Doe
Ghana Chapter
Lead



**Onyinyechukwu
Nwachukwu**
Lagos Chapter
Lead



Joy Ngwolo
Lagos Chapter
Co-Lead



Marie Ange
Rwanda Chapter
Lead

A Word From Our Executive Director

2024 was a year of remarkable growth, transformation, and impact for The Comms Avenue. Guided by our mission, we achieved significant milestones that strengthened our community and empowered young professionals across the continent.

Building on the transformative impact of our flagship Comms Mentoring Programme (CMP), we kicked-off the seventh batch which further solidified our commitment to empowering African communications professionals. We also successfully launched the inaugural Meta Mentorship Program which provided tailored career support to mid-level professionals.

In addition, we doubled our efforts to equip communications professionals with the skills, knowledge, and expertise necessary to excel as trusted advisors within their organisations through the Comms Intensive Africa (CIA) training programme.

We also implemented customised communication training that addressed the learning needs of in-house teams and placed them in a better position to deliver the expected organisational outcomes.

Expert insights were gathered from experienced professionals to inform and support emerging professionals through our industry guides.



We are deeply grateful to our community members, partners, mentors, organisations and everyone that collaborated with us in 2024.

We are especially grateful to our Board Members for their strategic oversight and to our Chapter Leads for executing the vision to strengthen our in-country impact with precision.

Finally, Team TCA deserves recognition for the unwavering commitment to the collective vision.

Looking ahead, we remain steadfast in our commitment to raising the standard of communications in Africa, creating opportunities, and building an empowered network of professionals who will shape the continent's narrative for years to come.

Our Impact Footprint

In 2024, we remained laser-focused on our mission to equip African communications professionals with the skills, knowledge and opportunities to achieve measurable results.

Through the support of partners and engagement from our professional community, we recorded several milestones and successes that inspires us to do even more.

2024 in Numbers



Industry Guides
released with contributions from **36** experts.



TCA Chapters
launched in **4** African countries.



TCA Hangouts
(in-person) hosted across **7** cities.



Think Pieces
by Comms professionals published.



Job Openings
and opportunities shared within the community.



Professionals
equipped via mentorship, specialist training and knowledge-sharing.



Communications
professionals connected within our community on Telegram.

From Inception to Date



Batches
of our Comms Mentoring Programme executed.



Countries
represented within our Telegram community.



Partnerships & Collaborations
secured within and outside the continent.



Senior Comms Professionals
engaged as mentors, resource persons and contributors.

Our Community Activities

1. Telegram Community

In 2024, we experienced remarkable growth, with 364 communications professionals joining our vibrant community on Telegram. This growth brought our total community membership to 1700 community members.

We consistently engaged our community members through:

- Weekly industry news updates and job opportunities.
- Q&A sessions and interactive knowledge-sharing initiatives.
- Virtual community hangouts for networking.

2. TCA Chapters

We officially launched our Chapter structure, with five chapters in Lagos, Abuja, Kenya, Ghana, and Rwanda. Our Chapter Leads and Co-Leads played a pivotal role in strengthening localised member engagement. These are some highlights from our Chapters:

The Abuja Chapter

- 83 Members
- 1 In-person and 1 virtual hangout
- Special webinar for World Freedom Day
- Daily WhatsApp engagement

The Ghana Chapter

- 27 Members
- 1 In-person and 1 virtual hangout
- Periodic case study reviews
- Webinar on the Ethical use of AI

The Rwanda Chapter

- 19 Members
- 2 In-person networking hangouts
- Regular conversations on skill development

The Kenya Chapter

- 138 Members
- 3 Quarterly in-person hangouts
- 4 Thematic webinars
- Daily community engagement: check-ins and job postings

The Lagos Chapter

- 125 Members
- 3 Quarterly in-person hangouts
- 1 Virtual networking hangout and 3 knowledge-sharing webinars

3. Events and Hangouts

» TCA Rwanda Hangout



In February 2024, we hosted our first hangout in Kigali, in collaboration with Norrsken. The hangout provided a collaborative space for professionals to expand their network, share experiences, and gain practical insights on how to navigate their careers within the Rwandese communications landscape.

» TCA Kenya Hangout



In June 2024, our TCA Kenya Chapter hosted its highly anticipated hangout in Nairobi. The hangout which took place at iHit brought together over 50 community members and communications professionals in the city to network, share knowledge, and explore the theme, 'Navigating Internal Communications'.

» TCA UK Hangout



We also hosted our first hangout in the United Kingdom in June 2024. In partnership with Wimbart, we brought together senior professionals from Edelman Smithfield, Morgan Stanley UK and UBA UK to share insights on how to navigate the UK communications and PR landscape with younger professionals who attended the event from across the UK.

» TCA Ibadan Hangout



In August 2024, we organised our first hangout in Ibadan. The hangout gave us the opportunity to connect with community members based in the city and we created a safe space for them to connect with other like-minded professionals and share lived career experiences for their professional growth.

» TCA Lagos Hangout



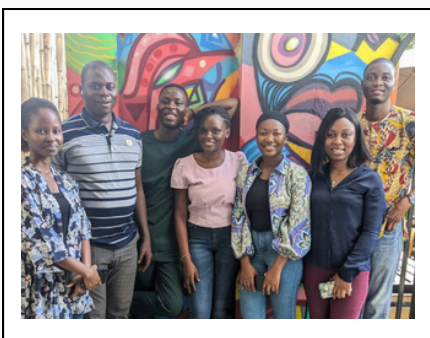
Our TCA Lagos Chapter hosted three hangouts in June, September and December with themes ranging from a casual pizza hangout to a full-on Nigerian end of year celebratory experience. The goal of each hangout was to provide opportunities for professionals to unwind and connect authentically.

» TCA Abuja Hangout



In September 2024, our TCA Abuja Chapter hosted an exciting 'Sip and Paint' event aimed at helping communications professionals in the city to broaden their peer network while engaging in a fun activity. Attendees spent the day creating exciting memories as they forged new connections and created lovely art.

» TCA Ghana Hangout



Our community members in Accra came together for a hangout in November 2024 to reflect on the year's wins and challenges. Key insights were shared on the importance of speaking up to find solutions, embracing new challenges to avoid complacency and viewing feedback as a powerful tool for growth.



Programmes and Specialist Training

1. The Comms Mentorship Programme (CMP)

Through the seventh batch of the CMP, we paired young African communications professionals with experienced industry leaders who provided career guidance and shared their expertise in areas such as strategic communications, stakeholder engagement and relationship building over an eight-week period. Mentees reported significant professional growth and increase in confidence by the end of the programme.



CMP Impact Numbers

Total number of Mentees: 349

Total number of Mentors: 136

Number of Batches: 7

Countries:



» Testimonial

The entire organisation of the CMP was impressive. The quality of the mentors was top notch and the choice of speakers for each workshop was mindblowing.

I deeply appreciated my mentor's availability. Seeing her commit to create time to prepare for our discussions was amazing.

She also took her time to tailor resources that suited my needs and dug into the aspects of her experience that could be helpful to me. This opened my eyes to see my goals differently.



Laquinez Arrey
CMP Batch 7 Mentee

2. The Meta Mentorship Program (MMP)

Launched in collaboration with Meta's EMEA Communications team, the Meta Mentorship Program provided mid-level African communications professionals with a unique opportunity to receive mentorship and professional guidance from global professionals at Meta.

Over a 10-week period, mentees gained practical knowledge that accelerated their career growth and built their professional competence.



MMP Impact Numbers

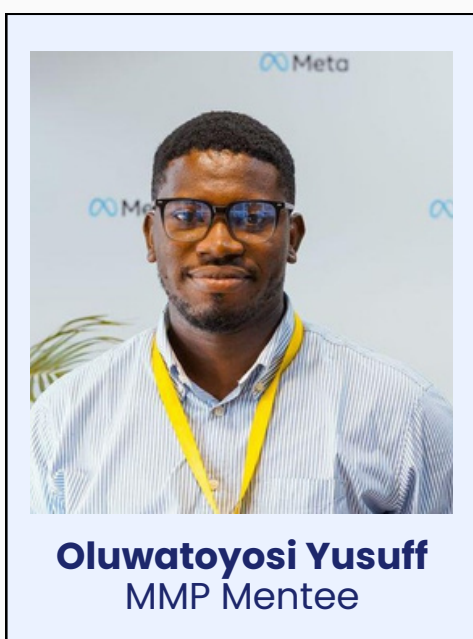
Total Number of Mentees: 8

Total Number of Mentors: 7

Learning Sessions: 3

Countries Represented: Kenya, Nigeria, Rwanda, UK, Poland, Spain, and Italy.

By the end of the MMP, mentees experienced improvement in the following competency areas: strategic communications planning, leadership and management, data analytics and insights, and global communications trends.



» Testimonial

The MMP was an amazing experience. My mentor helped me to become a better communications expert. She gave me practical examples on how to work with cross-functional teams, become a better manager and how to be an asset to my boss and my company.

Despite her busy schedule, my mentor was always available for me and she was ready to listen to me. I am very grateful for the experience.

3. Comms Intensive Africa (CIA)

In 2024, we trained 25 communications professionals from Kenya, Nigeria, Ghana, Tunisia, Zimbabwe and South Africa through our Comms Intensive Africa specialist training.

Through our Strategic Communications course, globally certified strategic communications professionals provided participants with tested frameworks and best practices that empowered them to deliver results that are aligned with organisational objectives and drive business success through strategic communications.

Participants also benefitted from group coaching from a global communications leader aimed at helping them to become trusted advisors within their organisations. Our TCA Scholarship Fund allowed us to provide partial scholarships to five young professionals to benefit from this course.

» Testimonial

I gained a deep understanding of strategic communications principles through the CIA Strategic Communications course.

The course facilitators were exceptional. They provided practical advice on how to navigate the complexities of being a communications professional.

This comprehensive learning approach of the course equipped me with the tools needed to make real impact within any organisation.



4. In-house Communications Training



We facilitated specialist communications training for PR agency employees over four quarters. The training covered topics such as PR Strategy Measurement, Pitching and Presentation, and AI Tools for Creative Content Creation. We also conducted a needs-based assessment and developed a competence development plan for an in-house communications team.

5. Learning and Knowledge-Sharing Sessions

» Webinars and LinkedIn Live Sessions

Throughout 2024, we put together knowledge-sharing sessions to educate our audience and create thematic conversations around new resources from TCA.

In May, we collaborated with the African Public Relations Association (APRA) to host a LinkedIn Live session to discuss the topic, "Respect, Relevance and Remuneration: What is the Real Value of PR in Africa?". During the session, speakers from Nigeria, Cameroon and Rwanda explored the strategic importance of communications in driving organisational growth and shaping unique narratives for the continent.



We also held an informative webinar targeted at helping professionals who relocated from the continent to successfully transition into the UK comms industry and we hosted a session on 'Upskilling for the Future of Public Relations' as part of the pre-conference activities for the inaugural Nigeria Public Relations Week.

Finally, we held two webinars to officially release our 'Agency vs. Client Side: Making the Move' and 'Internal Comms' Guides.

» APRA PR Mentorship Roundtable

During the 35th Annual APRA Conference in Abidjan, we hosted a mentorship roundtable to bridge the generational mentorship and knowledge gaps within the African Public Relations industry.

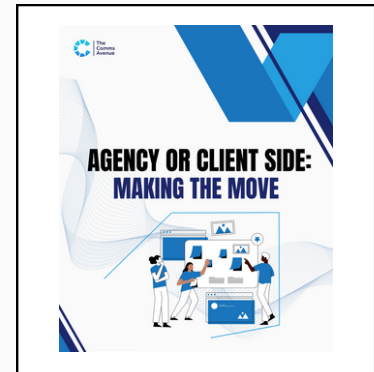
Through an interactive panel conversation and engagement with the delegates, we explored critical themes of professional growth and emerging opportunities in communications.



Resource Development

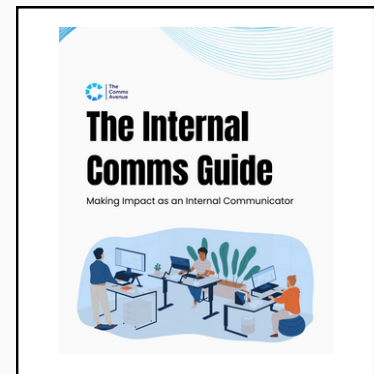
1. Agency vs Client Side Guide

As part of the 2024 World PR Day, we released the Agency or Client Side: Making the Move Guide. With contributions from 24 senior Communications professionals, the Guide breaks down the opportunities and challenges from both sides and includes practical advice on how to transition to the either side.



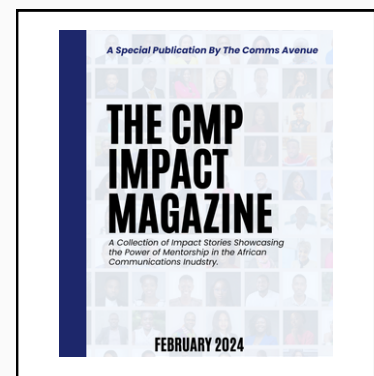
2. Internal Comms Guide

In collaboration with the Institute for Internal Communication Africa (IFICA), we released the Internal Comms Guide in November to equip internal comms (IC) professionals working within the continent with actionable insights, strategies, and advice to help them excel in their roles.



3. CMP Impact Magazine

To document the transformative impact from our Comms Mentoring Programme, we released an e-magazine that highlights stories of impact from our CMP Mentors and Mentees. The CMP Impact Magazine is a comprehensive showcase of the important role of mentorship within the African communications industry.



» Resource Statistics

Total Number
of Resources



Total
Downloads



Total
Country Reach



Collaborations and Partnerships

Strategic partnerships remained at the core of our activities. Our partnership and collaboration with the following organisations and industry associations helped us to reach and impact over 6000 communications professionals through our initiatives, programmes and knowledge-sharing sessions.



Content and Social Media



Followers as of December 2024

13,114

Page views

16,641

Organic impressions

489,992



Followers as of December 2024

3,100

Accounts reached

28,858

Organic impressions

119,404

Website

Views
33,014

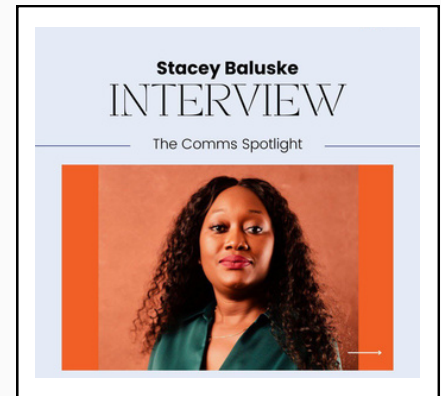
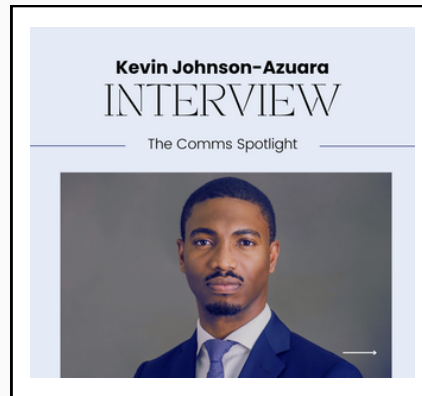
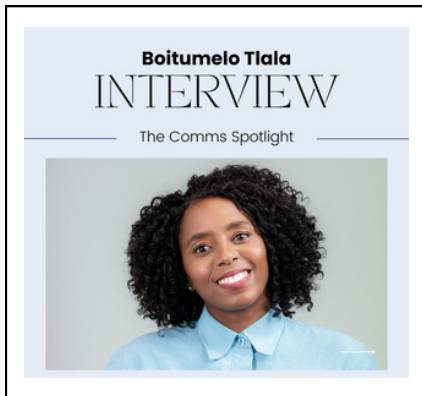
Visitors
21,585

Newsletter

Views
61,116

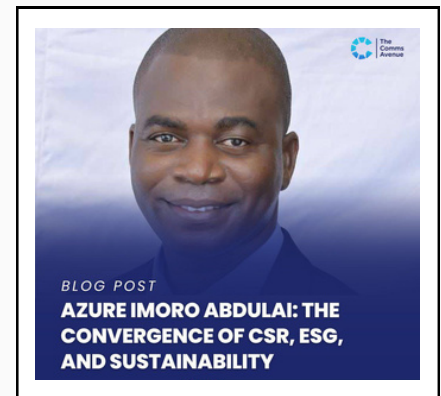
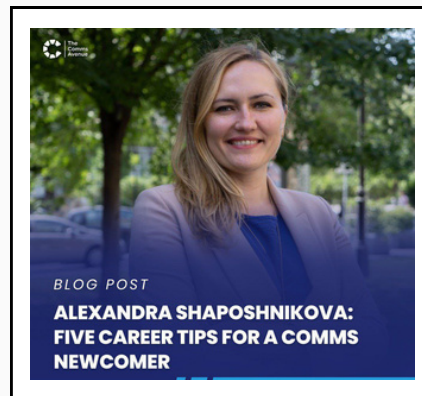
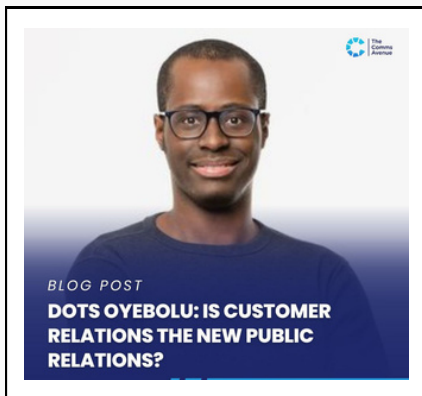
1. Comms Spotlight

Through our Comms Spotlight content pillar, we consistently showcased the work and achievements of communications professionals from across Africa. In 2024, we featured 43 mid-level and senior professionals from 12 African countries including Rwanda, Mauritius, Burkina Faso, Zambia, Kenya, and South Africa.



2. Thought Leadership Content

Throughout the course of the year, we curated and featured weekly thought leadership content from African and global communications professionals to inform and educate our audience on competence-based topics, trending themes and industry best practices.



3. Digital Engagement

We engaged our wider audience of over 15,000 professionals through regular content on our social media channels, blog and our TCA newsletter.

Content on our main social media channels, LinkedIn and Instagram reached over 50,000 people while we recorded over 20,000 visits on our website and 60,000 views for our Substack newsletter

Our 2025 Outlook

Building on the milestones from 2024, our goal is to deepen our impact across the continent and contribute to the professional development of 10,000 young African communications professionals through our programmes and initiatives in 2025. Our key priorities for 2025 include:

- » Executing specialised communications training for organisations and in-house communications teams and agencies in Africa.
- » Increasing engagement with organisations to support the upskilling of African communications professionals.

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

- CIA Strategic Communications Course.
- Comms Mentoring Programme Batch Eight.
- TCA Hangouts across our different Chapters.
- Launch of Specialist Guides and Resources.

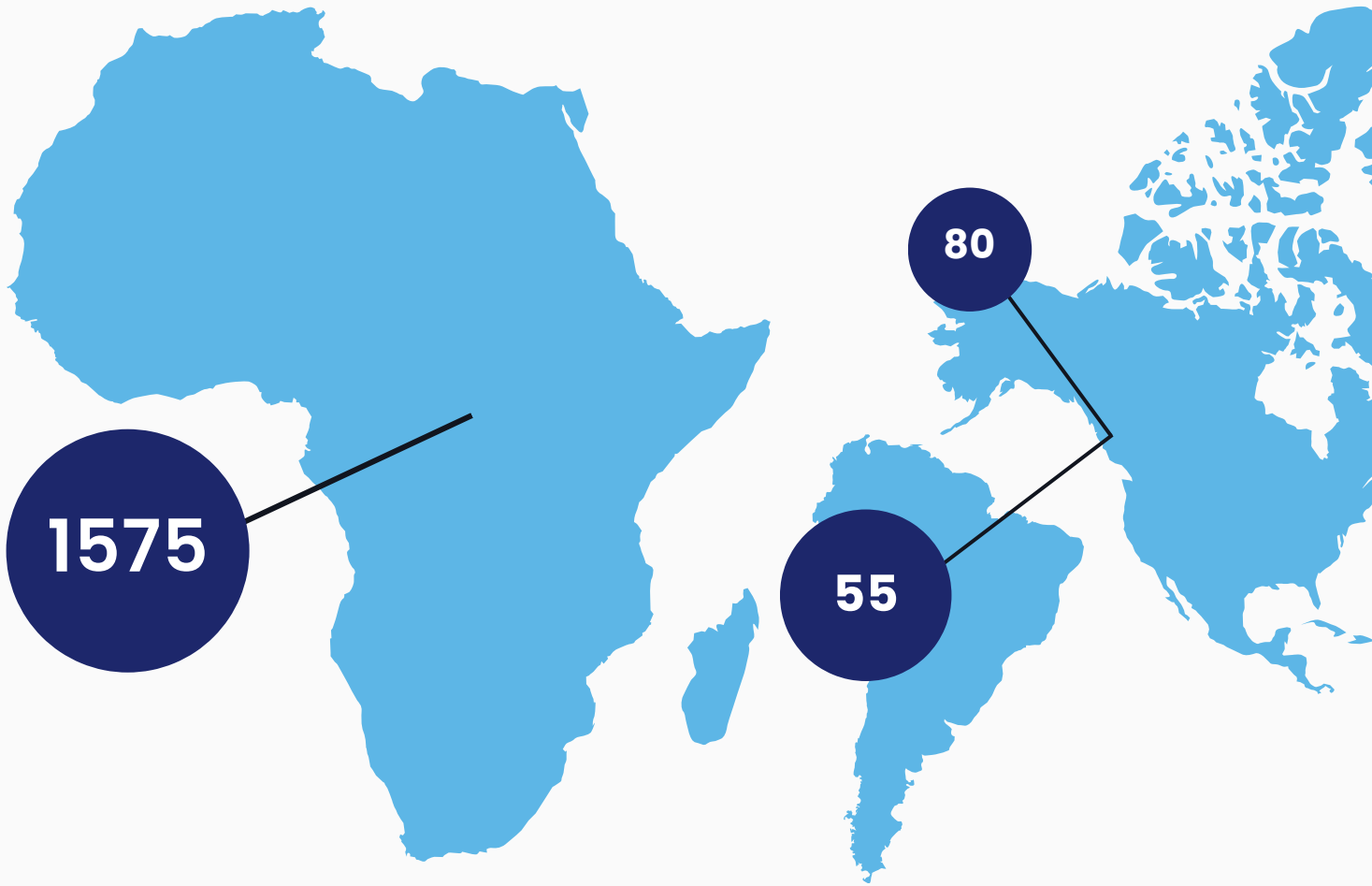


Our vision remains huge but we are confident that with the continued support of partners and collaborators, we will exceed our 2025 goals.

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](#) or send an email to letstalk@thecommsavenue.com.



**Members across the world*



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