



# ANNUAL REPORT

## DECEMBER 2025

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 1900 communications professionals from 35 African countries in our mission-driven community.

Using a collaborative community approach, we are committed to nurturing young communications talent across Africa. We do this by providing high-quality training, mentorship, and access to professional development opportunities that empower young African professionals to grow, lead, and thrive in their careers.

## ➤ 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



CAPACITY-BUILDING



COMMUNITY



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.
- Development of toolkits and practical resources for communications professionals.
- Knowledge-sharing gatherings and networking events.

# 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



**Damilola  
Orenisile**  
Communications  
Officer



**Mary  
Ikudehin**  
Social Media  
Manager

## TCA Chapter Leads



**Tari Abili**  
Abuja Chapter  
Lead



**Joy Ngwolo**  
Anambra Chapter  
Lead



**Amanda Ofori-Addo**  
Ghana Chapter  
Lead



**Micheal Sa-ambo**  
Ghana Chapter  
Co-Lead



**Onyinyechukwu  
Nwachukwu**  
Lagos Chapter  
Lead



**Eunice Ayobami**  
Lagos Chapter  
Co-Lead



**Anita King'ori**  
Kenya Chapter  
Lead



**Gemiene Mueni**  
Kenya Chapter  
Co-Lead



**Marie-Ange Mukaneza**  
Rwanda Chapter  
Lead



**Tabvi Motsi**  
Rwanda Chapter  
Co-Lead

# A Word From Our Co-Founders

We stepped into 2025 on a high note. With the impact of the previous year heavy on our minds, we were energised to do even more.

Staying true to our mission to equip Communications professionals across Africa, we kicked off the eighth batch of our Comms Mentoring Programme (CMP). At the end of this batch, we gifted the best performing mentee a one-year CIPR membership to support their professional development. We were proud to have achieved this long-standing dream!

In addition, we prioritised specialised training to improve the skills of young communicators through our Comms Intensive Africa Strategic Communications course. We also trained in-house communications and PR teams and we helped to close identified competency gaps.



**Sharon Adaigbe**

Another major highlight of the year was our series of impact-focused events. We hosted the first Development Communications Roundtable with support from the Mastercard Foundation. On International Women's Day, we brought together female communicators for a mentorship-focused mixer in collaboration with Café One.

Our chapters in Ghana, Anambra, Kenya, Rwanda, Abuja and Lagos grew in leaps and bounds, offering immense support to our community members in these locations.



**Adedoyin Jaiyesimi**

We are grateful to our community, partners, professional associations, supporters and everyone that collaborated with us in 2025.

We would also like to appreciate our Advisory Board members, our incredible chapter leads and of course, team TCA. None of the milestones achieved in 2025 would have been possible without the relentless behind the scenes work.

As we go into 2026, we remain steadfast in our commitment to raise the standard of the communications profession across Africa, creating opportunities and building an empowered network of communicators who will positively influence industries and nations for years to come.

# Our Impact Footprint

In 2025, we achieved significant milestones as we deepened our commitment to strengthening the skills, knowledge, and professional competencies of communications professionals across Africa.

## 2025 in Numbers



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



**Communications**  
professionals  
connected within  
our community  
on Telegram.



**Think Pieces**  
by Comms  
professionals  
published.



**Job Openings**  
and opportunities  
shared within  
the community.



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

## 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

We welcomed over 250 professionals into our Telegram community, bringing our total membership to 1,950. This continued growth reflects the increasing value African communicators place on shared learning, collaboration, and professional development. Our community members were engaged through the following value-driven activities:

- Weekly industry news updates and job opportunities.
- Q&A sessions and interactive knowledge-sharing initiatives.
- Virtual community hangouts for a pan-African networking experience.
- Direct responses to enquiries and sharing relevant contacts and resources.

## 2. TCA Chapters

Two years in, our chapter structure continues to thrive, with the establishment of one new chapter. Our Chapter Leads and Co-Leads continued to play a pivotal role in fostering stronger connections and engagements. These are some highlights from our Chapters:

The Abuja Chapter	The Ghana Chapter	The Rwanda Chapter
<ul style="list-style-type: none"><li>• 105 Members</li><li>• 4 Webinars</li><li>• 1 In-person and 1 virtual hangout</li><li>• 1 summit on strategic communications</li></ul>	<ul style="list-style-type: none"><li>• 58 Members</li><li>• Consistent community engagement and updates</li><li>• Webinar on the Ethical use of AI</li></ul>	<ul style="list-style-type: none"><li>• 26 Members</li><li>• 1 In-person networking hangouts</li><li>• Conversations on career development</li></ul>
The Kenya Chapter	The Anambra Chapter	The Lagos Chapter
<ul style="list-style-type: none"><li>• 195 Members</li><li>• 1 in-person hangout</li><li>• 2 Thematic webinars</li><li>• Partnership engagement for international conference</li></ul>	<ul style="list-style-type: none"><li>• 82 Members</li><li>• 3 in-person hangouts</li><li>• 4 Thematic webinars</li><li>• Media tour for campaign against misinformation</li></ul>	<ul style="list-style-type: none"><li>• 190 Members</li><li>• 4 Thematic webinars</li><li>• 2 in-person hangout.</li><li>• Consistent community engagement</li></ul>

### **3. Events and Hangouts**

#### **» Development Communications Roundtable (DCR)**

In March, we hosted a knowledge-sharing event for communicators working within the development sector. Organised in partnership with the Mastercard Foundation, the one-day convening equipped these communicators with the knowledge and practical tools needed to articulate the impact of their work in a compelling and evidence-driven manner.



#### **» TCA Kenya Hangout**



Our Kenya Chapter hosted its highly anticipated community hangout in August. The gathering provided members with a valuable opportunity to exchange insights and strengthen professional connections. Attendees also received invitations to an international PR Summit, further expanding their access to global learning and industry exposure.

#### **» TCA International Women's Day Mixer**

To celebrate International Women's Day, we hosted a mixer in partnership with Café One, creating a dedicated space for female professionals to connect with comms leaders and receive on-the-spot mentorship. The feedback from attendees was overwhelmingly positive, highlighting the value of intentional growth opportunities within our community.



#### **» TCA Anambra and Enugu Hangout**



Our newly established Anambra Chapter hit the ground running and hosted a series of knowledge-sharing hangouts across Enugu and Anambra. The chapter also launched an anti-misinformation campaign which involved visiting universities and media houses in Nigeria to promote responsible information-sharing and verification of content.

## » TCA Lagos Hangout

In June and December, our Lagos Chapter hosted two hangouts which gave members opportunities to build meaningful connections. The events ranged from a relaxed cinema hangout to a Christmas get-together, creating inclusive spaces for both professional bonding and social engagement.



## » TCA Abuja Hangout and The Nigerian Side Summit

Our Abuja Chapter hosted an in-person hangout with our Co-Founder, Adedoyin, in May 2025. Later in the year, the chapter also hosted the Nigerian Side Summit which brought together communicators, storytellers, and changemakers who are passionate about nation-building.



## » TCA Rwanda Hangout

Our community members in Kigali came together for a hangout in November to reflect on the year's wins and challenges. This hangout was a relaxed networking experience for our community members and it also served as an invitation for professionals in the city to join our community.



# Programmes and Specialist Training

## 1. The Comms Mentorship Programme (CMP)

For the eighth batch of the CMP, we paired young African communications professionals with seasoned 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. This cohort of the CMP had a total of 120 mentors and mentees.



## **CMP Impact Numbers**

Total number of Mentees: 421

Total number of Mentors: 198

Number of Batches: 8

## Countries:



## Testimonial

I have become more confident in how I communicate my ideas and present myself professionally. I have also grown in how I approach campaigns, from being task-oriented to now thinking more strategically about what I do.

Additionally, I've learned the importance of setting clear career goals and being intentional about development.

The programme has given me clarity, tools, and the motivation to take ownership of my career path in a more structured and confident way.



**Everlyne Wanjia**  
CMP Batch 8 Mentee

## **2. The Redrick Mentoring Programme (RMP)**

Launched as part of the growth programme for Redrick PR, an entertainment lifestyle and consumer PR agency, the Redrick Mentoring Programme provided mid-level PR professionals within the agency with a unique opportunity to receive mentorship and career guidance from senior professionals in the industry.

Over a four-week period, mentees engaged with their mentors in one-on-one meetings and they also learned from facilitators at specialised workshops where they gained practical knowledge and support for the next stage of their careers.

### **RMP Impact Numbers**

Total Number of Mentees: 5

Learning Sessions: 2

Total Number of Mentors: 3

Topics Covered: Strategic Leadership and Stakeholder Management

## **3. Comms Intensive Africa (CIA)**

In 2025, we trained 34 communications professionals from Namibia, Rwanda, Kenya, Nigeria, Ghana, and South Africa through our Comms Intensive Africa specialist training.

With 17 students across two batches, we engaged students on the core principles of strategic communications.

This year's programme combined live sessions with pre-recorded classes, offering participants the best of both worlds - flexibility alongside direct access to seasoned facilitators and a supportive community of learners.



Participants also benefitted from an interactive learning session with a communications leader which was designed to equip them with the insights and confidence needed to become trusted advisors within their organisations.

Through our TCA Scholarship Fund, we awarded partial scholarships to six young professionals, ensuring broader access to this learning opportunity and supporting the professional growth of the next generation of communications talent.

## » Testimonial

I started the course working on our organisation's comms strategy. I am now rewriting it fully and with confidence now. I am not doing guess work or using assumptions I have the knowledge of executing this. And I feel very confident as a comms professional now.

You are doing great work, especially for us young professionals starting out and you have really helped me move faster especially without a mentor.



**Lennah Makena**  
CIA Participant

## » Testimonial

I enjoyed course materials and how we worked in groups for the assignments.

Everything was up to my expectations and I now understand what I is expected of me as a communications professional.

I am also better able to help organisations reach their target audience effectively.



**Ashley Mugema**  
CIA Participant

## 4. In-house Communications Training



We facilitated specialist communications training for the employees of a PR agency and two organisations based in Lagos and Abuja.

During the training sessions, we covered a range of topics such as Strategic Communications, Storytelling, Copywriting and Business Communications.

We also developed valuable, customised in-house resources and implementation guides for the communications teams we engaged with. This helped in ensuring they were well-equipped to apply their learnings effectively after the training.

# Collaborations and Partnerships

Over the years, we have collaborated with several organisations and industry associations to deliver a variety of programmes and knowledge-sharing sessions.

These partnerships have significantly expanded our reach, enabling us to engage more than 6,000 communications professionals across Africa and beyond.



## Content and Social Media



Followers as of December 2025

**16,473**

Page views

**8,082**

Organic impressions

**399,446**



Followers as of December 2025

**3,799**

Accounts reached

**28,858**

Organic impressions

**119,404**

### Website

Views  
**66,174**

Visitors  
**257,153**

### Newsletter

Views  
**27,497**

## 1. Comms Spotlight

Through our Comms Spotlight content pillar, we consistently highlighted the work of communications professionals from across Africa. In 2025, we profiled 41 mid-level and senior practitioners, celebrating the great minds shaping the continent's communications landscape.

THE COMMS SPOTLIGHT  
Ashu Ma-Mbeng Success,  
Head of Corporate Communications,  
Olam Agri, Cameroon



THE COMMS SPOTLIGHT  
Oloo Victor, Senior Manager,  
Communications, Coca-Cola East  
and Central Africa



THE COMMS SPOTLIGHT  
Chandré Phillipus, Country  
Manager, DKMS Africa



## 2. Thought Leadership Content

We curated and featured weekly thought-leadership content from African and global communications professionals. These insights informed and educated our audience on competence-based topics, emerging industry trends and communications best practices.



BLOG POST  
**Philip Odiakose: Bridging Theory and Practice – Integrating Measurement Education in Tertiary Curriculums**



BLOG POST  
**A Day in the Life of a Comms Professional: Mutanu Gitari**



BLOG POST  
**Rose Thuo and Dorcas Kongwie: Reflections from the Eighth Batch of The Comms Mentoring Programme**

## 3. Digital Engagement

Over the course of the year, we reached a wider audience of more than 22,000 professionals through consistent content dissemination across our social media platforms, blog, and TCA newsletter.

Our primary social media channels, LinkedIn and Instagram, collectively reached over 193,500 individuals. During the same period, our website received more than 257,000 visits, while our Substack newsletter garnered over 27,000 views, reflecting sustained interest in our insights and community-driven content.

# Our 2026 Outlook

In 2026, we are committed to further expanding our impact across the continent. Our ambition is clear: to equip 10,000 young African communications professionals with the skills, networks, and opportunities they need to thrive and succeed in their careers.

To achieve this, we will focus on the following priorities:

- » Executing specialised communications training for organisations and in-house communications teams and agencies in Africa.
- » Consolidating our knowledge hub for Comms professionals

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

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

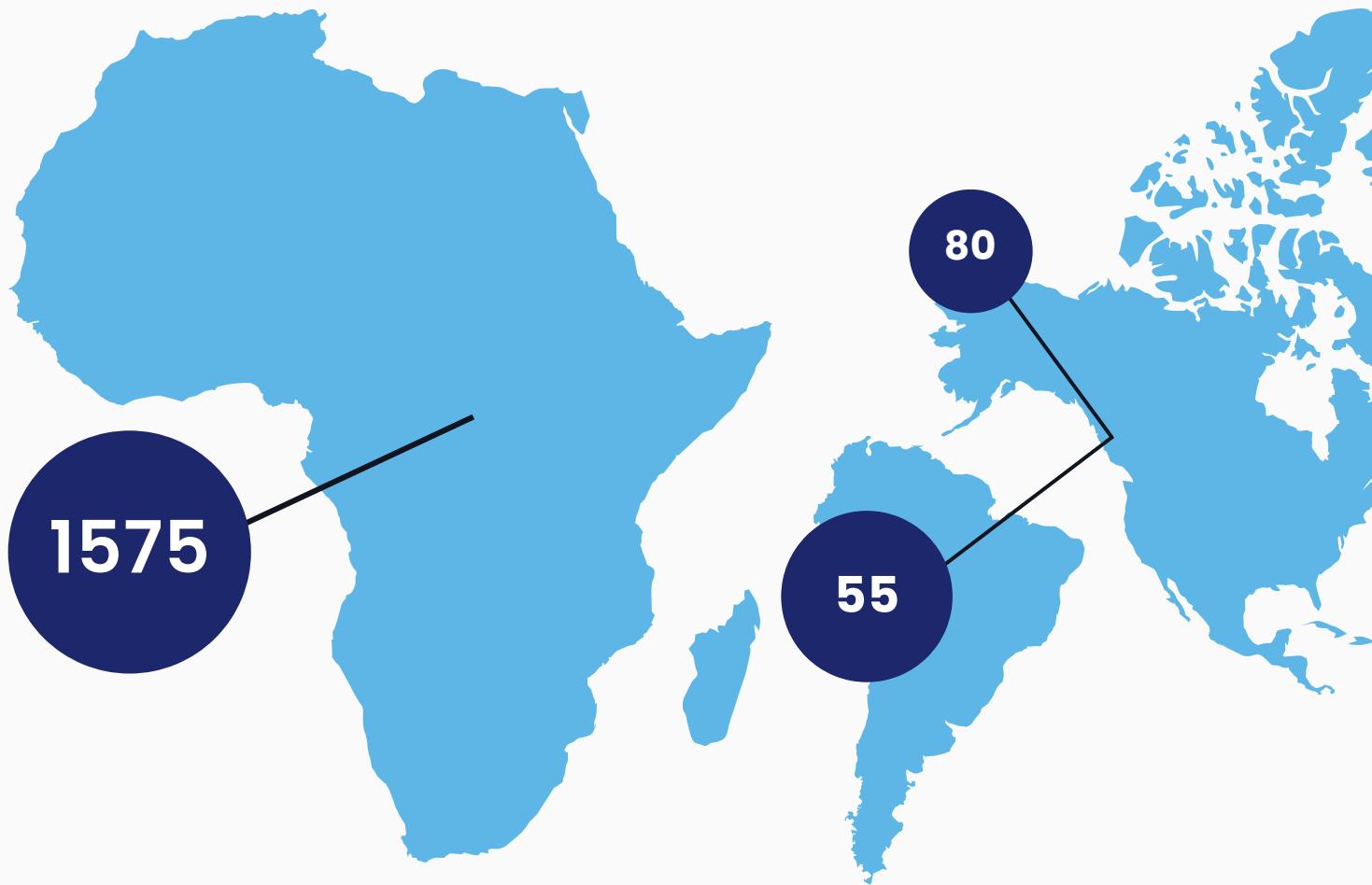


We are confident that with the continued support of partners and collaborators, we will not only meet but surpass our 2026 goals.

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](mailto:letstalk@thecommsavenue.com).



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