WELCOME TO

# PRISMS 2025

THIS YEARS THEME

# THE *HUMAN* FACTOR

"The Human Factor" reimagines PR through a lens of raw humanity. Blurred, dynamic photography captures the fluidity of human connection, symbolising movement, adaptability, and the imperfect beauty of relationships. Overlay text cuts through the chaos, mirroring how stories resonate in a noisy world. The palette balances PRISA Royal Blue (trust, stability) and Yellow (energy, optimism), reflecting PR's dual role: strategic rigor and creative passion. Together, these elements celebrate the people behind every campaign— reminding us that authenticity, empathy, and human-driven narratives are the ultimate prism for impactful communication.

# Contents

Dear PR and Communication Professional

**Welcome to the PRISMS Awards Summit 2025**

Join us for this year's premier two-day summit, (16-17 October) leading up to the 2025 PRISMS Awards gala (18 October). The PRISMS Awards are Africa's most prestigious celebration of excellence in PR and communications. This expanded summit brings together industry leaders and academic experts to share cutting-edge research and insights that are shaping our profession.

Since establishing the PRISMS Awards Committee three years ago, The Public Relations Institute of Southern Africa (PRISA) has been strategically enhancing every aspect of the awards program. Through continuous refinement and adoption of international best practices, our efforts have yielded remarkable results: the PRISMS Awards climbed from 25th to 7th position in African rankings according to a 2024 industry survey.

This achievement reflects our commitment to elevating standards across Africa's PR and communications landscape. The summit serves as a dynamic platform where practitioners and researchers converge to explore emerging trends, share innovative strategies, and advance our collective understanding of effective communication.

We encourage you to submit your entries for the 2025 PRISMS Awards and abstracts for the 2025 Prisms Summit. We look forward to celebrating excellence together this October.

# Call for Papers | PRISMS Summit 2025

**Theme:** The Human Factor in Communication and Development: Africa's G20 Moment
**Date: 16-17 October 2025 (Summit) 18 October 2025 (PRISMS Awards Gala)**
**Hosted by:** Public Relations Institute of Southern Africa (PRISA)

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**The Challenge: Reclaiming Humanity in an AI-Driven World**

As Africa prepares to host the G20 for the first time, we stand at a critical juncture where artificial intelligence (VEO 3, ChatGPT, Claude etc.) reshapes communication whilst global governance demands authentic human connection. **"The Human Factor"** represents the irreplaceable elements of emotion, empathy, cultural understanding, ethical judgement, and genuine relationship-building that distinguish meaningful communication from mere information transfer.

This summit explores how communication professionals and scholars can harness human-centred approaches to navigate digital disruption, corporate accountability, and Africa's emerging role in global leadership. The two-day programme features **topical panel discussions and various specialised streams** designed to cater to diverse professional

interests and expertise levels, ensuring relevant content for academics, seasoned practitioners, emerging professionals, and cross-sector collaborators.

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# Call For Submissions

PRISA invites industry professionals, scholars, researchers, and emerging academics to contribute to Africa's premier communication summit. We seek submissions that demonstrate how human-centred communication can **(but are not limited to):**

- **Navigate AI disruption** whilst preserving authentic human connection
- **Bridge theory and practice** for sustainable outcomes
- **Decolonise narratives** in media, policy, and corporate communication
- **Amplify marginalised voices** in global governance discussions
- **Build corporate reputation** through genuine stakeholder engagement
- **Transform PR and communication pedagogy** while bridging theory and practice

### 1. Reputation, Trust and the Human Factor

- Corporate reputation in the age of activism: Balancing profit and social responsibility
- Crisis communication and Africa's G20 diplomatic narrative: Lessons for global diplomacy.
- Rebuilding institutional credibility through authentic engagement
- Developing your opposition research skills and fact-checking strategies to mitigate misinformation, disinformation and malinformation (those liars, haters and cheaters)

- *Suggested Industry Focus*: *Reputation measurement, stakeholder mapping, crisis response protocols*
- *Suggested Academic Focus*: *Trust-building mechanisms, credibility research, narrative analysis*

### 2. Corporate Sustainability and Ethical Communication

- Beyond greenwashing: Authentic sustainability storytelling
- The ESG paradox: Can agencies authentically lead on sustainability while serving fossil fuel clients?
- ESG reporting as strategic reputation management
- Communicating climate justice in African contexts

- *Suggested Industry Focus*: *ESG communication frameworks, sustainability reporting, stakeholder engagement.*
- *Suggested Academic Focus*: *Corporate legitimacy studies, greenwashing detection, corporate sustainability*

### 3. AI, Ethics and the Future of Human Centred Communication
- Deepfakes, generative AI, and the erosion of trust: is Peri crisis and/or our new normal?
- Digital activism versus algorithmic bias: Who controls the narrative?
- Human oversight in AI-driven communication strategies
- Data-driven communication: Balancing personalisation and privacy

- *Suggested Industry Focus: AI implementation strategies, ethical guidelines, ROI measurement*
- *Suggested Academic Focus: Human-computer interaction, algorithmic bias studies, digital ethics research*

### 4. Media, Advocacy and G20 Development Agenda
- Digital diplomacy 2.0: AI-enhanced PR Strategies for G20 engagement from African perspectives
- Grassroots movements versus global platforms in policy influence: whose voice shapes it?
- From rhetoric to reality: Media's role in translating G20 commitments into African development outcomes.
- Media sustainability in Africa's digital transformation

- *Suggested Industry Focus: Media relations strategy, policy advocacy, stakeholder coalition building*
- *Suggested Academic Focus: Media effects research, policy agenda-setting, development communication studies*

### 5. Health and Development Communication
- Pandemic preparedness and risk communication strategies
- Combating health misinformation in digital spaces
- Cultural competence in health behaviour change communication
- Community health workers as strategic communicators

- *Suggested Industry Focus: Health campaign design, community and stakeholder engagement, crisis communication.*
- *Suggested Academic Focus: Health communication effectiveness, cultural adaptation, behaviour change measurement*

### 6. Public Sector Communication and Digital Governance
- Public relations as diplomatic soft power in G20 contexts
- Digital transformation in government communication
- Community engagement and participatory governance
- Broadcasting's role in public sector communication

- *Suggested Industry Focus: Government communication strategy, citizen engagement, digital platforms*

- *Suggested Academic Focus: Public sphere research, democratic communication, civic engagement studies.*

## 7. Humanising Tech
- From synthetic to sincere: Ensuring AI-generated content maintains human authenticity
- Human in the loop (HILT): The AI workflow optimisation and authentic content creation - optimising communication teams for the AI Era
- Broadcasting's role in public sector communication
- Digital Government, Human Touch: AI-Powered public communication that builds citizen trust

- *Suggested Industry Focus: AI workflow optimisation and authentic content creation.*
- *Suggested Academic Focus: Human-computer interaction, digital governance and citizen engagement.*

## 8. Impact-Driven Communication: Beyond AVEs and vanity metrics
- From metrics to meaning: Comprehensive social impact measurement across traditional and digital communication channels
- Evidence-based advocacy: Multi-method approaches to demonstrating real-world outcomes in public and private sector messaging
- Bridging the divide: Communication strategies that address infrastructure, literacy, and access gaps in African contexts
- Cross-sector partnerships: Integrated measurement frameworks spanning government, corporate, and civil society communications

- *Suggested Industry Focus: Comprehensive impact measurement methodologies, cross-sector partnership communication, and inclusive communication strategies for diverse African contexts.*
- *Suggested Academic Focus: Social impact assessment, participatory communication research, strategic communication, digital divide studies, and cross-cultural communication effectiveness.*

## 9. PR and Communication Pedagogy in the AI Era
- Curriculum revolution: Redefining communication education for human-AI collaboration in professional practice
- Future-proofing graduates: Essential skills and capabilities for communication professionals in an AI-integrated industry
- The computational communication research frontier: AI as a research tool, not just a research subject
- Academy-industry alignment: Bridging the gap between academic research and evolving professional AI
- Beyond the essay: Reimagining assessment

- Suggested Industry Focus: Graduate readiness for AI-integrated workplaces, professional development frameworks, and industry-academia collaboration models, managing Gen Z or multigenerational teams
- Suggested Academic Focus: Communication pedagogy theory, curriculum development, AI ethics in education, and interdisciplinary research methodologies.

The most transformative insights often come from unexpected directions. **Beyond our established themes, we invite submissions that challenge conventional thinking, introduce emerging concepts, or bridge gaps we have not yet recognised.** Help us shape tomorrow's conversations by sharing what others might not yet be discussing.

## SUBMISSION CATEGORIES

The PRISMS Summit 2025 offers **multiple streams and formats** to accommodate diverse professional backgrounds and interests. Participants can move between streams or focus on their area of interest, with plenary sessions bringing all streams together for shared learning experiences.

### Academic Track-Research Papers
- **Target:** Communication scholars, PhD candidates, researchers
- **Format**: 15–20-minute presentations
- **Requirements**: Theoretical, conceptual and empirical papers are welcome
- **Outcome:** Publication consideration in Communicare: Journal for Communication Studies in Africa special issue. (Publication date Q3/4 2026)

### Industry Practice Track
- **Target:** PR practitioners, agency professionals, corporate and government communicators
- **Format:** 15–20-minute practical presentations (case study presentations, best practice sharing sessions, innovation showcases)
- **Requirements:** Problem, solution, measurable outcomes, lessons learnt
- **Outcome:** Publication consideration in practitioner book

### Emerging Voices Forum
- **Target:** Early-career researchers, graduate students, junior practitioners
- **Format:** 10–15-minute rapid-fire presentations or poster sessions
- **Benefits:** Opportunity to present your research to a wide range of PR and Communication professionals.

### Interactive Workshops
- **Target:** Mixed academic-industry teams
- **Format:** 30-to-60-minute hands-on sessions (e.g. AI tools showcase)
- **Focus:** Practical tools, frameworks, skill development

**Plenary Sessions**

- **Target:** Senior practitioners, thought leaders, policy makers
**Format:** 60-minute moderated discussions with mixed academic-industry participation
- **Focus:** Policy dialogue sessions, current issues, future trends, strategic insights

## SUBMISSION GUIDELINES

### Abstract Requirements

1. Email an abstract of between 250 - 350 words maximum excluding the title and 5 SEO key words.
2. Include authors titles and PRISA designation where relevant, affiliation (organisation, institution) and email addresses.
3. Indicate which submission category you are submitting for (academic, industry, emerging voices)
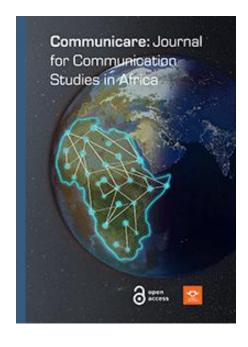
### Submission Process

- **Submit your abstract to:** [projects@prisa.co.za](mailto:projects@prisa.co.za)
- **Format:** Word document, 12pt Times New Roman or Arial, single-spaced

## IMPORTANT DATES

- **Abstract submission deadline: 15 August 2025**
- **Notification of acceptance** by 21 August 2025
- **Speaker briefing (MS Teams) 25 September 2025**

## PUBLICATION OPPORTUNITIES

### Academic Publication

Selected academic and practice papers will be invited to publish in a **special issue of** *Communicare*: *Journal for Communication Studies in Africa*.

*Communicare* **is an open-source** journal that uses a double-blind peer review system and is accredited by the South African Department of Higher Education and Training (DHET). Communicare accepts a variety of articles that contribute to contemporary scholarly debates on communication studies in Africa.

**The length of the manuscripts**:

- 5000-8000 words for a full-length article. Here is an [example](#)
- 3000-4500 practice-based case study. Here is an [example](#)
- Author guidelines found here

**IMPORTANT DATES FOR SPECIAL ISSUE**

- **October 31, 2025:** Call for Papers opens
- **March 31, 2026:** Submission deadline
- **June 30, 2026:** Final acceptance decisions
- **August 31, 2026:** Final manuscripts ready
- **\*October 2026**: Publication and free access subject to meeting the minimum article requirements.

This provides authors with:

- **International visibility** through open-access publication
- **Rigorous peer review** ensuring academic quality
- **DHET accreditation** supporting academic career advancement
- **African scholarship platform** contributing to continent-specific knowledge production
- **CPD points** for PRISA members with designations

**Practitioner Publication**

**Selected industry case studies and practitioner insights will be invited to contribute to a comprehensive book publication** featuring best practices, innovative strategies, and lessons learnt from Africa's communication industry. This provides practitioners with:

- **Professional recognition** through published thought leadership

- **Industry credibility** and expert positioning
- **Knowledge sharing** platform for peer learning
- **Career advancement** through published expertise
- **CPD points** for PRISA members with designations

## Call for Book Chapters

## Working Title: The Human Factor: Navigating Generative AI in Public Relations and Communication

Publisher:  TBA

Editors: Dr Caroline M. Azionya University of Johannesburg, and Dr Abyshey Nhedzi, University of Johannesburg

## IMPORTANT DATES

- **October 31, 2025:** Call for chapters opens
- **March 31, 2026:** Submission deadline
- **June 30, 2026:** Final acceptance decisions
- **August 31, 2026:** Final manuscripts ready
- **October 2026**: Publication

## Full Paper Submission Guidelines

Researchers and practitioners are invited to submit, full chapters. Full author guidelines for chapters will be provided to authors of accepted abstracts. Chapters should range between 5000-7000 excluding references. All submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

**All proposals should be submitted** HERE **projects@prisa.co.za**

All manuscripts are accepted based on a double-blind peer review editorial process.

**Note:** The editors' decision is final.

## PROFESSIONAL DEVELOPMENT AND CPD POINTS

**All registered PRISA members with professional designations are entitled to CPD points that will contribute to their annual mandatory 33.5 points.** The summit offers multiple opportunities for professional development:

- **2 days Prisms Summit attendance or presenting:** 15 CPD points
- **1 day Prisms Summit attendance or presenting:** 7.5 CPD points

**WHY PARTICIPATE?**

**For Academics**

- **Publication Opportunity:** Accredited, open-access journal with international reach
- **Research Network:** Connect with Africa's leading communication scholars
- **Policy Impact:** Engage with practitioners implementing your research
- **Career Development:** Present to a diverse, influential audience
- **Collaboration:** Industry partnership opportunities for applied research

**For Industry Professionals**

- **Professional Recognition:** PRISMS Innovation Awards and book publication opportunities
- **CPD Compliance:** Earn substantial points towards annual 33-point requirement
- **Strategic Insights:** Access cutting-edge research before it's published
- **Network Expansion:** Connect with C-suite leaders, government officials, academic experts
- **Thought Leadership:** Position yourself at forefront of industry evolution

**For PRISA Members**

- **CPD Points:** Guaranteed points contributing to mandatory annual requirements
- **Professional Development:** Structured learning aligned with industry standards
- **Networking:** An exclusive event and recognition opportunities
- **Career Advancement:** Publication and speaking opportunities

**For All Participants**

- **Historic Moment:** Shape communication discourse during Africa's G20 presidency
- **Cross-Sector Learning:** Bridge academic-industry knowledge gaps
- **Global Platform:** Regional media coverage and networking opportunities
- **Innovation Hub:** Explore AI tools, emerging technologies, future-ready strategies

**CALL FOR TOPICS AND SPEAKERS FOR OUR PANEL DISCUSSIONS**

**Distinguished Speakers and Partners**

**Keynote Speakers and panellists:** - This year's PRISIMS Summit will be bigger and better. We welcome topics that you believe matter to our industry. We are looking for African and global thought leaders. Send your suggestions to [prism@prisa.co.za](mailto:prism@prisa.co.za) by 20 June 2025.

**Academic Partners:** *Communicare: Journal for Communication Studies in Africa*

*"In an age of artificial intelligence and digital disruption, our humanity becomes our greatest competitive advantage. Join us in shaping the future of communication across Africa and beyond."*

# COST OF PRISMS AWARDS SUMMIT

**We have different packages to choose from:**

**EXCLUSIVE MEMBERS DISCOUNTED ONLY PACKAGES**

For members in good standing, we have discounted packages as a member benefit.

| Available Option | Option 1 | Option 2 | Option 3 | Option 4 | Option 5 |
|---|---|---|---|---|---|
| Description | 3-Day Pass | 2-Day Pass No Gala | 1-Day Pass & Gala | 1 Day Pass, 16 or 17 No Gala | Gala Dinner Only |
| **Membership Status** | **Paid up** | **Paid up** | **Paid up** | **Paid up** | **Paid up** |
| **Summit Day 1** | R1 700,00 | R1 750,00 | R1 750,00 | R1 750,00 | R0,00 |
| **Summit Day 2** | R1 700,00 | R1 750,00 | | R0,00 | R0,00 |
| **Gala Dinner** | R1 800,00 | R0,00 | R1 800,00 | R0,00 | R1 800,00 |
| **Total** | **R5 200,00** | **R3 500,00** | **R3 550,00** | **R1 750,00** | **R1 800,00** |
| **Total excludes VAT** | **@15%** | | | | |

For participants that are interested in membership and attending the gala event, and the expanded summit

**NON MEMBERS LOOKING FOR DISCOUNTED MEMBERSHIP, PRISMS SUMMIT & AWARDS PACKAGES**

| Available Option | Option 6 | Option 7 | Option 8 | Option 9 | Option 10 |
|---|---|---|---|---|---|
| Description | 3-Day Pass & Discounted Membership | 2-Day Pass, No Gala Dinner & Discounted Membership | 1-Day Pass 16 or 17 & Gala Dinner & Discounted Membership | 1-Day Pass 16 or 17 & Discounted Membership | Gala Dinner & Discounted Membership |
| **Membership Status** | **Non members** | **Non Members** | **Non Members** | **Non Members** | **Non Members** |
| **Summit Day 1** | R1 990,00 | R2 100,00 | R2 100,00 | R2 100,00 | R0,00 |
| **Summit Day 2** | R1 990,00 | R2 100,00 | R0,00 | R0,00 | R0,00 |
| **Gala Dinner** | R1 800,00 | R0,00 | R1 800,00 | R0,00 | R1 800,00 |
| **Discounted membership** | R1 740,10 | R1 740,10 | R1 740,10 | R1 740,10 | R1 740,10 |
| **Total** | **R7 520,10** | **R5 940,10** | **R5 640,10** | **R3 840,10** | **R3 540,10** |
| **Total excludes VAT** | **@15%** | | | | |

**NON MEMBERS PRISMS SUMMIT AND AWARDS ATTENDANCE PACKAGES**

For participants that are not interested in membership currently, the following packages are available:

| Available Option | Option 11 | Option 12 | Option 13 | Option 14 | Option 15 |
|---|---|---|---|---|---|
| Description | 3-Day Pass | 2-Day Pass & No Gala Dinner | 1-Day Pass 16 or 17 & Gala Dinner | 1-Day Pass 16 or 17 No Gala Dinner | Gala Dinner Only |
| Membership Status | Non Members | Non members | Non Members | Non Members | Non Members |
| Summit Day 1 | R2 100,00 | R2 100,00 | R2 100,00 | R2 100,00 | R0,00 |
| Summit Day 2 | R2 100,00 | R2 100,00 | R0,00 | R0,00 | R0,00 |
| Gala Dinner | R1 800,00 | R0,00 | R1 800,00 | R0,00 | R1 800,00 |
| Total | R6 000,00 | R4 200,00 | R3 900,00 | R2 100,00 | R1800,00 |
| Total excludes VAT | @15% | | | | |

**Submit your abstract today and be part of Africa's communication revolution.**

If you are interested in sponsoring the PRISMS Summit & Awards 2025, please contact Ms Annah Jordan PRISMS Sponsorship Liaison and PRISA Office Manager. Please email: annah@prisa.co.za or call her using +27(0)83 762 9210 or visit our website www.prisa.co.za