



**GLOBAL ALLIANCE
WORLD PUBLIC RELATIONS FORUM**

WPRF Abuja 2026

Biggest, Brightest, Boldest...

CALL FOR ABSTRACT

 **GLOBAL ALLIANCE
WORLD PUBLIC RELATIONS FORUM**

WPRF Abuja 2026

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 **Nigeria Secretariat, 7th Floor, Radio House, Garki, Abuja.**

November 15-21, 2026 | Abuja, Nigeria.

 wprf2026@niprng.org.ng  [WPRFNIGERIA2026](https://twitter.com/WPRFNIGERIA2026)

   [@wprfnipr2026](https://www.youtube.com/@wprfnipr2026)



THEME:

**Responsible
Communication:
The Voice of the World.**



15-21 November, 2026



Abuja, Nigeria

Email: wprf2026@niprng.org.ng

HOST:

Nigerian Institute of Public Relations (NIPR)

CALL FOR PAPERS

Public Relations is critical for shaping global discourse, building trust, and fostering social cohesion. In an era marked by complex challenges, including but not limited to misinformation, climate change, technological disruption, widening inequalities, and geopolitical instability, responsible communication has never been more critical. The World Public Relations Forum (WPRF) birthed and convened by Global Alliance for Public Relations and Communication Management, represents the flagship global gathering of communication scholars, practitioners, policymakers, and young professionals. It provides a platform for advancing ethical, professional, and socially responsible communications, public relations practice and leadership worldwide.

Retrospectively, the World Public Relations Forum (WPRF) 2016 edition themed “*Communication Across Cultures*” was held in Toronto, Canada and Oslo, Norway hosted the 2018 edition with the theme “*Value! Communication’s impact in a digital and ever-changing world*”. The 2023 WPRF in Chennai, India had “*Building Goodwill for Greater Good: ...Responsible Communication: Your Reputation, Your Influence, Your Role*” served as the 2023 theme, while in 2024 in Bali, Indonesia, the WPRF was themed “*Purposeful Influence for the Common Good*”.

Against the foregoing backdrop, the 2026 edition of the WPRF, to be hosted by the Nigerian Institute of Public Relations (NIPR) in Abuja, Nigeria, 15-21 November, will focus on the broad theme: “*Responsible Communication: The Voice of the World*”.

The academic aspect of the 2026 WPRF with the sub-theme, “*Responsible Communication in a Digitised World*”, will interrogate

the imperative of *responsible communication* in an age defined by digital disruption, Artificial Intelligence, pervasive social media influence, and rising concerns over misinformation, privacy, and ethical engagement. As communication increasingly transcends borders and cultures, it becomes crucial to foster practices that safeguard trust, accountability, and inclusivity.

Abuja, Nigeria’s Federal Capital Territory (FCT), not only epitomises the melting pot of the nation’s unity and rich cultures, the city is equally a symbolic hub of African diplomacy, governance, and innovation, thus offering a fitting venue for reimagining ethical and responsible communication for sustainable development and shared global values. Moreover, the Economic Commission for West African States (ECOWAS) is headquartered in Abuja, Nigeria. The WPRF (Abuja, 2026) has been innovatively packaged to welcome a minimum of 3,000 delegates from within the country and across the globe. Evidently, hosting the WPRF 2026 in Abuja, Nigeria, not only situates Africa at the centre of global communication dialogue, but equally provides a platform for showcasing innovations in public relations and strategic communication, while also contributing remarkably to international debates on responsible communication. This may also present an opportunity to accentuate Global Alliance’s push for the adoption of Sustainable Development Goal 18 – Responsible Communication.

The Evolving Nature of Public Relations in a Global Context

Public Relations has transformed from being largely media relations—driven to a strategic, multidimensional, two-way symmetrical communication and practices that integrate advocacy, sustainability, crisis management, digital innovation, and ethical governance. Globally, public relations now:

1. Functions as a bridge between institutions and citizens in fragmented societies.

2. Shapes global narratives on peace, development, equity, and inclusion.
3. Integrates data, AI, and digital tools with traditional storytelling.
4. Addresses global crises such as pandemics, climate change, migration, governance, and conflicts through transparent, responsible communication.
5. Embraces cultural intelligence in designing campaigns that resonate across diverse populations.

The WPRF 2026 will reflect this evolving nature of public relations in a global context by emphasizing responsibility, ethics, innovation, and inclusivity in global Public Relations practice.

Justification for the Conference

The imperative for responsible communication arises from the convergence of several global realities:

1. **Crisis of Trust:** Across the world, trust in institutions, governments, corporations, and the media has eroded due to misinformation, disinformation, malinformation, and unethical communication practices. Public Relations must reposition itself as a trust-builder through transparency and accountability.
2. **Sustainability and Development:** The global push towards sustainable development, the UN Sustainable Development Goals (SDGs), and climate action demands that communication practitioners advocate responsibly for environmental and social justice.
3. **Cultural Complexity and Globalisation:** Increasing cross-cultural interaction highlights the need for intercultural competence and inclusive communication. Responsible

communication must respect diversity and promote dialogue in a globalised world.

4. **Technological Transformation:** Artificial intelligence, automation, and robotics are reshaping communication practices. While these offer opportunities for efficiency and creativity, they also present ethical dilemmas around privacy, bias, and accountability.
5. **Youth Engagement and Innovation:** Young professionals and students are leading innovative campaigns and technology-driven communication initiatives. Empowering them with global perspectives and mentorship is vital for the future of responsible communications.

Conference Objectives

1. To critically examine the role of responsible communication in addressing contemporary global challenges.
2. To explore innovative, ethical, and sustainable Public Relations practices that advance trust, social cohesion, and development.
3. To engage young professionals and students in amplifying their contributions to future Public Relations practice.
4. To provide a platform for global collaboration, knowledge sharing and exchange, and the setting of professional benchmarks in Public Relations.

Conference Themes and Tracks

This forum justifies itself as empirical papers, theoretical papers and professional/practice papers are invited from academics and

practitioners of public relations under the following sub-themes and panel sessions:

1. **Misinformation and Social Cohesion: Restoring Trust through Public Relations:** Explores strategies for countering disinformation, factchecking, rebuilding trust in institutions, and strengthening community resilience through transparent and ethical **Public Relations**.
2. **Sustainability in Public Relations: Advancing a Responsible Future:** Discusses how Public Relations can champion sustainability goals, corporate social responsibility, and environmental accountability in organisations.
3. **Advocating for Change: Leveraging Public Relations for Responsible Leadership and Economic Development:** Examines Public Relations' role in leadership, policy advocacy, social innovation, and mobilizing stakeholders toward inclusive development.
4. **Cultural Diversity and Communication: Responsible Practices in a Globalised World:** Focuses on respecting cultural differences, inclusive messaging, and intercultural competencies in global Public Relations practice.
5. **Environmental Sustainability and Responsible Public Relations Practice:** Investigates the imperatives of environmental justice and responsible communication as drivers of positive societal transformation.
6. **Ethical Use of AI and Robotics in Public Relations:** Addresses opportunities, risks, and ethical dilemmas in deploying AI, automation, and robotics in strategic communication.

Youth Forum

The WPRF Abuja 2026 additionally provides opportunity for a Youth Forum that is dedicated for young Public Relations professionals, scholars, and early-career practitioners to share experiences, showcase innovations, and debate future pathways for responsible communication. It recognizes that youth-led initiatives are essential for addressing misinformation, promoting community development, embracing critical thinking, empowering marginalised voices, and ensuring that communication practice remains ethical in a rapidly changing world. This youth forum has the following objectives:

Objectives of the Youth Forum

1. To provide young professionals and students with a global platform for presenting innovative practices, research, and campaigns.
2. To explore youth perspectives on responsible communication as the defining voice in a digital-first world.
3. To highlight youth-led communication initiatives that empower marginalized communities and foster social change.
4. To prepare young PR professionals for the evolving communication landscape by focusing on skills, ethics, and career resilience.
5. To facilitate mentorship, networking, and collaboration between youth and established leaders in the profession.
6. To document and disseminate success stories, lessons, and recommendations that inform both practice and policy.

Young Professionals & Students Forum Panels

1. **Technological Disruption and Digital Privacy-Future of Ethical Communication:** Young professionals debate data

ethics, online privacy, and the implications of tech disruptions for responsible PR practice.

2. **Fireside Conversation: Innovating with Integrity – Using Technology Responsibly in Public Relations:** An informal dialogue with industry leaders on balancing innovation, creativity, and ethical responsibility.
3. **The Future of Public Relations Careers - Adapting to a Rapidly Changing Communication Landscape:** Discussion on evolving skill sets, career resilience, and future professional pathways for PR practitioners.
4. **Empowering Marginalised Voices - Exploring Youth-led Communication Initiatives:** Showcases innovative youth-driven campaigns that amplify underrepresented communities and strengthen inclusion.
5. **Public Relations in Community Development -Youth as Catalysts for Change:** Explores how young professionals are leading grassroots campaigns and community-based initiatives that transform lives. **NOTE: This Panel would be Project-based. A maximum of five (5) projects showcasing use of Public Relations in community development projects will be selected for presentation during the Youth Forum.**

2. All papers must undergo a similarity index test, otherwise known as a plagiarism test, AI checks, before acceptance.
3. Submissions will be assessed on clarity, originality, replicability, correctness, meaningful comparison, and contributions to public relations research and industry resources. Each submission will be reviewed internally and externally. Internally by at least one editorial board member, if the submission is found suitable, it will be sent for the external peer review process, in which case, two reviewers will evaluate the research/paper.
4. Papers must be typed, double line-spaced, formatted in line with the author's guide and forwarded in softcopy via email to wprf2026callforpapers@niprng.org.ng
5. Researchers should include telephone and other Contact Details for easy communication with the publication Team.
6. They must not have been submitted or intended to be submitted to any other academic or professional journal for publication.
7. Submitted papers must Not exceed 6000 words including references; typed, using Times New Roman, 12 points font size and double line spacing on A4 paper size and should comply with the APA style of referencing (7th edition).

*** Please note that presentations would be through PowerPoint during the Conference.

Submission of Papers

1. All papers must be scholarly/professional, original, well-researched and well-referenced. **Flexibility applies to industry papers.**

Manuscript (paper) Structure



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The manuscript should be in UK English, 12 Font size, Times New Roman, **No Columns**.

Manuscript Arrangement

The first page of the manuscript should contain the following

1. Title/first page.

- i. Title of the Article,
- ii. Name and relevant particulars of the Author(s)
- iii. Abstract (academic) or executive summary (professional) -not more than 250 words.
- iv. *Keywords*. (minimum of 3 keywords and maximum of 5)

2. Page 2 till end

Name of authors should not be repeated on page two till the end.

3 - Introduction. Provide the current situation of the issue that the paper seeks to focus on. Show the states of affairs concerning the issue, with references to previous publications (academic) and/or practical industry experiences.

4- Materials and methods. For academic papers, provide sufficient details of the techniques employed to repeat the work. Do not describe or refer to commonplace statistical tests in this section but briefly summarise them in Results. For industry papers, provide the work method which could be experiential, analytical (situation, content, discourse), observational, expository, etc.

5- Results. For academic papers, state the results and draw attention in the text to important details shown in tables and figures. For

industry papers, provide public relations activations, client-related transactions, keen/new industry realities, trends, and supporting evidences (not necessarily scientific) to show outcomes.

6- Discussion. Extensively discuss the findings and their far-reaching implications for public relations practice, teaching, learning and in Nigeria and the whole world, now and in the future.

7- Conclusion and Recommendations. Draw concrete conclusions that are strongly connected to the body of the work or embedded in its findings. Recommendations should be suggestions on what, specifically should be done going forward, especially concerning the focus of the conference.

8- Citations and references: Academic authors must use the APA referencing style (7th edition). **Professional papers will be assisted by the editorial team to adjust their references and citations accordingly.**

References should be cited in the text, using the APA version 7 style and listed in alphabetical order (surname first) on a separate page at the end of the article.

Copies of Maps, charts etc. should be submitted in a form suitable for reproduction in the normal size of the journal.

Submission Guidelines

1. Abstracts/proposals should represent the original work of the scholar/professional
2. Abstract/proposal should be written in English
3. Abstract/proposal length: 250–300 words

4. Format: Times New Roman, 12pt, single-spaced (Microsoft Word (.doc or .docx))
5. Content: Title, author(s), institutional/organizational affiliation, contact email, abstract text, keywords (3–5).
6. Please send a brief (150 words, maximum) biography of the corresponding author along with the Abstract

1. Call for Abstract/proposal submission: 1st November, 2025 – March 26, 2026.
2. Abstract/proposal acceptance notice: 30th April, 2026.
3. Full paper submission deadline: May 26 - August 26, 2026
4. Conference Website: www.wprf2026.niprng.org.ng
5. Abstract/proposal submission Email: wprf2026callforpapers@niprng.org.ng

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