

Tuesday,  
March 24, 2026



Lagos Marriott  
Hotel,  
Ikeja, Lagos

## ABOUT THE EVENT

The Hub is a high-velocity, collaborative ecosystem where the PR industry's brightest minds in Nigeria converge to navigate the future.

It is PRCAN's bold response to a changing world, ensuring that Nigerian PR practitioners remain the most sophisticated and tech-empowered voices in the global market.

# Event AGENDA

## SPEAKERS



**Karl Haechler**  
*Co-CEO of Burson Africa*

**AI-Driven Strategic Communication:**  
Mastering Algorithmic Disruption and  
Digital Volatility



**Tomiwa Aladekomo**  
*CEO, TechCabal*

**Re-writing the PR Playbook:**  
AI-Driven Storytelling, Media  
Intelligence and Reputation  
Management



Drawbridge CREATO URBAN

...The Communication Management Company

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# KNOWLEDGE HUB 1.0

- 09.30 - 10.00  
**Arrival & Registration**  
*Participants check-in by the Secretariat*
- 10.00 - 10.05  
**Opening Remarks**  
*Adetola Odusote; Chairman, Education & Capacity Building Committee*
- 10.05 - 10.10  
**Welcome Address**  
*Dr. Nkechi Ali-Balogun, Chairman, PRCAN*
- 10.10 - 10.30  
**Tea/ Coffee break**  
*Light Refreshments & Early Networking*
- 10.30 - 10.35  
**Speaker Citation 1**  
*Introduction of Karl Haechler by Mr. Ayeni Adekunle*
- 10.35 - 11.35  
**Presentation 1**  
*Strategic Communication in the Age of AI: Mastering Algorithmic Disruption & Digital Volatility — Karl Haechler (CEO, Burson Africa).*
- 11.35 - 12.00  
**Interactive Session 1**  
*Q&A / Audience Engagement*
- 12.00 - 12.05  
**Speaker Citation 2**  
*Introduction of Tomiwa Aladekomo by Mojisola Saka*
- 12.05 - 12.45  
**Presentation 2**  
*Re-writing the PR Playbook: AI-Driven Storytelling, Media Intelligence & Reputation Management — Tomiwa Aladekomo (CEO, Big Cabal Media)*
- 12.45 - 01.10  
**Interactive Session 2**  
*Q&A / Audience Engagement: Moderator- Mojisola Saka*
- 01.10 - 01.40  
**Lunch Break**  
*Buffet Lunch & Networking Session*
- 01.40 - 02.00  
**Wrap-up & Certificates**  
*Presentation of Certificates: (Chairman, PRCAN & Chairman, Education and Capacity Building Committee*
- 02.00 - 02.05  
**Vote of Thanks**  
*Chief Adetokunbo Modupe, Vice Chairman, PRCAN*
- 02.05 - 02.30  
**Closing**  
*Group Photos and Departure*

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