

GUIDELINES FOR ENGAGEMENT OF A MARKETING AGENCY FOR THE WORLD PUBLIC RELATIONS FORUM (WPRF) ABUJA 2026.

As part of providing effective marketing support towards a world class hosting of the World Public Relations Forum, WPRF Abuja in November 2026, the NIPR seeks the services and partnership of credible marketing agencies or individuals to help in raising funds for the Forum, under the following guidelines:

The agency to be considered must satisfy the following criteria:

1. Evidence of registration with the Corporate Affairs Commission (CAC).
2. Evidence of proven record of handling similar projects/events in the past.
3. Evidence of membership of at least one recognised professional body in Nigeria, such as the National Institute of Marketing of Nigeria (NIMN), Nigerian Institute of Public Relations (NIPR), Advertising Regulatory Council of Nigeria (ARCON), etc.
4. Detailed profile of the key management personnel.
5. Company profile, which must include:
 - Physical Contact address;
 - Website;
 - Email; and
 - Online/Social media footprints.
- Any other additional supporting information will be an advantage.
6. A letter of intent to market the event (application);
7. All required documents and information must be submitted to The Registrar, Nigerian Institute of Public Relations, not later than 11.59pm on Thursday 25th September, 2025.

Hard Copy to:

Nigerian Institute of Public Relation
Suite A4, A.R.O Plaza,
Plot 2105, Herbert Macaulay Way,
Zone 6, Wuse;
or

Electronically to: registrar@niprng.org.ng



Chief Uzoma Onyegbadue, fnipr
Registrar, Secretary to Council
Friday, 19th September, 2025.