



**DEVAN PR AND
EVENT MANAGEMENT**

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CONCEPT NOTE FOR TANZANIA WOMEN IN COMMUNICATION FORUM 2026

Hosted by: Devan PR & Management

Date: 14th March 2026

Venue: Dar Es Salaam, Tanzania

Target groups: Women Institution's Leaders| PRs| Comms| Media|

Theme: "Give to Gain: Elevating Women in Communication, Public Relations and Media"

1. BACKGROUND & RATIONALE

International Women's Day (IWD) is a globally recognized platform to celebrate women's achievements, spotlight gender inequalities, and chart bold actions toward equal rights, justice, and empowerment. For 2026, the international theme "**Give To Gain**" highlights the transformative power of generosity, collaboration, and intentional support in creating opportunities that allow women and girls to thrive.

In Tanzania, national celebrations of women's progress reflect both global commitments and local priorities; celebrating strides in gender equality while acknowledging that much more needs to be done to empower women economically, socially, and politically. Leading up to IWD, Tanzania has also hosted dialogues on women's roles in leaderships, international diplomacy, recognizing their unique contributions to governance, negotiation, peace-building and national interests at global forums.

Across society, communication, in its broadest sense including public relations, communications, media literacy, digital platforms and dialogue is a strategic driver of change, trust, peace and partnership. It shapes public understanding, right language and right time, counters misinformation and misunderstanding, and gives voice to women leaders, entrepreneurs and communicators whose perspectives are essential to sustainable development.

Yet, Tanzania continues to experience the damaging effects of miscommunication and misinformation in both traditional and digital spaces which undermines trust, economic opportunities and social cohesion. Moreover, women entrepreneurs with high potential often struggle to scale due to limited access to strategic communication skills, lack confidence to



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initiate, digital visibility, brand influence and networks that could take their businesses across borders.

The Tanzania Development Vision 2050 (DIRA 2050) narrates communication and relations as important pillars of national development. It positions a communication and relations as a driver of national unity & shared vision, a key to stakeholder engagement & public trust, a driver of good governance and institutional effectiveness and recognizes the role of communication, media and journalism in development. Without professional Public relations, spokespersons, media, marketing, and stakeholder engagement;

- ❖ Policies remain misunderstood
- ❖ Reforms face resistance
- ❖ Investments slow
- ❖ Trust erodes

In essence, communication is the oxygen of Vision 2050 that enabling participation, clarity, trust, visibility, and sustainability.

This forum responds to these realities; centering communication as a catalyst for change while emphasizing the crucial intersections between gender, communications and leadership that are fundamental to Tanzania's development and influence regionally and globally.

2. FORUM's OBJECTIVE

The overall objective of the Tanzania Women's in Communication Forum 2026 is to **"bring together and empower women in the communication sector by enhancing their professionalism, leadership skills, and influence in shaping public discourse and decision-making"**

Through this forum, women in communication will be in a better position to localize and customize the global theme of the 2026 women day into a Tanzanian narrative that highlights how deliberate giving; of knowledge, platforms, mentorship, access, and strategic networks, leads to collective advancement for women across sectors.



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This forum aims to set Strategic Communication as a Catalyst for Transformation including public relations, media literacy, digital engagement and narrative leadership as a core tool for individual, organization and national impact. Effective communication empowers women to influence public discourse, mitigate miscommunication and misinformation, and tell impactful stories that shape policy, markets, peace and leadership pathways

Furthermore, it is a moment of celebrating women's achievements which involves recognizing successes of women in communication, PR, media and entrepreneurship while.

Additionally, it is an opportunity to address Structural Barriers including the effects of miscommunication on women-led enterprises, gaps in access to markets and networks, and the under-representation of women's voices (communications specialists) in key decision-making arenas

Lastly it is a moment to promote Inclusion, Equity and Gender-Responsive Platforms in decision-making spaces enabling women not only to participate, but to lead in shaping narratives that matter for Tanzania's development and global influence via Tanzania Women in Communications umbrella

3. FORUMS OUTPUTS

By positioning communication at the center of this forum, Devan will deliver:

- ❖ Enhanced visibility of women leaders, communicators, and media as change agents shaping Tanzania's development.
- ❖ Enhanced practical tools and frameworks for women entrepreneurs to scale businesses locally and regionally using strategic communication and brand influence.
- ❖ Improved platform for peace-building, national promotion, engagement, and dialogue that elevates women's roles in negotiation, conflict mitigation and cross-border cooperation to position women as solutions-oriented leaders in national, regional and global spaces.
- ❖ Established stronger partnerships between the public sector, private sector and civil society focused on communication-driven empowerment.



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4. WHY COMMUNICATION AND PR MATTER FOR TANZANIA NOW

Tanzania Context: Challenges & Opportunity for Women in Communication, Public Relations, Media & Leadership

Tanzania celebrates International Women's Day within a national context where gender equality, economic empowerment, and leadership representation continue to advance, yet gaps remain. National dialogues and statements emphasize the ongoing need for awareness, advocacy and empowerment across sectors. Communication and Public Relations, play a vital role in shaping narrative on women growth in Tanzania via Media and Digital platform.

However, there is a parallel national challenge:

- ❖ Miscommunication, dis-communication and misinformation in public discourse, especially on social and digital platforms are barriers to trust, economic opportunities, peace and social cohesion.
- ❖ Women entrepreneurs with promising innovations often lack the communication tools necessary to position their brands strategically, attract investment, and navigate cross-cultural markets.
- ❖ Women in communication bring critical perspectives to fact based and timely information used negotiation and peace-building and informing but still it their role needs stronger visibility and narrative platforms to amplify their influence.

The above critical gaps directly impact women's ability to initiate, engage, and succeed especially in sectors driven by communication, digital presence and cross-border influence. National development frameworks and policy priorities continue to highlight gender equality as essential to sustainable progress, yet structural barriers persist.

Miscommunication and misinformation have emerged as significant national challenges. Information distortion, especially on digital platforms undermines public trust, erodes social cohesion, and creates barriers for women who seek to shape public discourse, influence policy, or position their enterprises credibly in both local and international markets. The rapid expansion of digital connectivity in Tanzania offers tremendous opportunity, but without deliberate strategies for media literacy, narrative control and reputational communication, women leaders and entrepreneurs remain vulnerable to these systemic risks.



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Women entrepreneurs in Tanzania face persistent economic hurdles that are closely linked to communication gaps. Most women-led enterprises operate in the micro and informal sectors, confronting challenges such as limited access to finance, weak market networks, and barriers to digital adoption. Research indicates that while mobile phones are widely used by women entrepreneurs, only a small percentage utilize online platforms to expand their market reach, illustrating the need for enhanced communication skills for brand positioning, customer engagement, and e-commerce participation.

Furthermore, traditional socio-cultural norms and structural constraints, including unequal access to collateral, property rights, and business networks, compound the barriers women face when seeking to scale their enterprises or enter international markets. This has limited the growth of women-owned businesses beyond local economies, even where products and services have strong potential for regional and global demand.

At the same time, national discourse around gender equality, from government leadership to civil society advocacy, underscores an ongoing commitment to inclusive development and the empowerment of women across all sectors. This includes economic initiatives, educational advances, and policy reforms aimed at expanding opportunities for women and girls.

In this context, strategic communication is not merely a technical skill; it is a catalyst for systemic transformation which empowers women to:

- a) Shape narratives that advance economic and social influence.
- b) Build credible brands that resonate with local, regional and global audiences.
- c) Engage with digital platforms confidently to expand market reach and attract investment.
- d) Mitigate the harmful effects of misinformation by strengthening media literacy, responsiveness and message clarity.
- e) Strengthen diplomatic engagement with a communication lens that supports peace, negotiation and partnership building.

This forum is a strategic intervention being led by the international theme **“Give to Gain”** equipping women with strategic communication skills, narrative frameworks and connections that translate into measurable outcomes for business growth, peace-building, regional influence and national development. The forum will respond directly to these national imperatives, enabling women to harness the power of communication, PR, digital engagement and narrative leadership so they can thrive as entrepreneurs, diplomats and change makers within Tanzania and beyond borders.



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5. WHY DEVAN PR & MANAGEMENT?

Devan brings strategic communications' expertise, creative narrative framing and strong networks across public, private and civil sectors. Our approach goes beyond event planning; we craft national and international experiences that inform, influence, and inspire action through communication.

Through media amplification, meaningful partnerships, and thought-leadership engagement, Devan PR will ensure this forum not only commemorates IWD 2026 but delivers measurable impact for women's leadership ecosystems in Tanzania and beyond.

6. CALL FOR SUPPORT

We invite sponsors, partners and collaborators who share our vision for a Tanzania where women are empowered, visible and positioned for self-reliance, leadership and ambassador.

Your support will fuel:

- ❖ Capacity Building & Training Initiatives for Women in PR and Communications sector at large
- ❖ Mentorship Programmes & Leadership Platforms for Women and Youth in PR
- ❖ Media Campaigns and Strategic PR Amplification in Tanzania
- ❖ Policy Advocacy and Research Engagements in Tanzania
- ❖ Follow-up initiatives beyond March 2026 that will include the launch of Tanzania Women in Communications Association

SPONSORSHIP SECTION

Strategic Sponsorship Categories & Visibility Opportunities

To ensure broad sectoral engagement and maximize visibility for strategic partners, the Tanzania Women in Communication Forum 2026 has developed a structured Sponsorship Categories Framework. This framework outlines key industry categories that will attract Main Sponsors; organizations whose leadership and investment will be highly visible and aligned with the Forum's objectives.



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Within each category, sponsors will receive tailored benefits, including prominent branding, panel discussion member, speaking and exhibition opportunities, media exposure, and networking access. Complementary supporting sponsorships and component sponsor slots will also be available across programme segments, youth activities, and specific event features. Sponsors of all levels will be recognized in official Forum materials, ensuring visibility across government, media, private sector and civil society audiences.

Below are the Sponsor Categories that will attract main sponsor in each category. All sponsors' strategic relevance and benefits for the Forum will be indicated on sponsorship packages and benefit document

1. Sponsors in Banking & Financial Services

Category Focus: Banks, financial institutions, fintech and payment platforms.
Strategic Value: Demonstrates commitment to financial inclusion, women's economic empowerment, youth enterprise growth and communication-enabled financial literacy.

2. Sponsors in Telecommunications & ICT

Category Focus: Telecom operators, data/internet service providers, digital platforms.
Strategic Value: Champions connectivity, digital inclusion and mobile solutions, enabling communication access for women, youth and media professionals.

3. Sponsors in Media & Broadcasting

Category Focus: TV, radio, print, online media and content networks.
Strategic Value: Amplifies the Forum's reach, elevates public discourse and strengthens responsible journalism in national narrative spaces.

4. Sponsors in Insurance & Investment Services

Category Focus: Insurance firms, investment institution and houses, asset managers.
Strategic Value: Supports risk literacy, savings strategies and investment readiness for women and youth business ecosystems.

5. Sponsors in Transport & Logistics

Category Focus: Airlines, transport operators and logistics service providers.
Strategic Value: Enhances delegate mobility, access and experience, while demonstrating support for national connectivity priorities.

6. Sponsors in Tourism & Hospitality

Category Focus: Hotels, tour operators, hospitality service providers.
Strategic Value: Showcases Tanzania's hospitality leadership and enhances the Forum experience for delegates and visiting partners.



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7. Sponsor in Technology & Digital Innovation

Category Focus: Tech firms, software providers, digital content and analytics platforms.
Strategic Value: Drives innovation in communication tools, data storytelling and digital engagement for media and PR practitioners.

8. Sponsors in Education & Professional Development

Category Focus: Universities, training institutes, capacity builders and certification bodies.
Strategic Value: Strengthens professional competencies in media, PR and communications, bolstering Tanzania's workforce and future leaders.

9. Sponsors in CSR & Development Partners

Category Focus: Donor agencies, foundations, national NGOs and CSR arms of corporations. Strategic Value: Champions inclusivity, empowerment programming and community impact, core to the Forum's mission.

9. Sponsors in Event Management

Category Focus: Event production companies, AV/Technical partners, venue partners and logistics partners.
Strategic Value: Ensures a world-class event experience while demonstrating excellence in event design, audience engagement and live activation.

10. Sponsors in Health & Wellness

Category Focus: Hospitals, health insurance providers, pharmaceutical companies, health tech, private clinics, wellness brands, public health initiatives, and community health partners.
Strategic Value: In today's landscape, health communication is foundational to public wellbeing, prevention campaigns, behavior change messaging, digital health engagement and media literacy around health information. As a sponsor your organization will be recognized as a leader in supporting credible health information, community awareness, and communication-driven health empowerment for women and youth.

Exhibition & Engagement Opportunities (Event Day)

Sponsors will receive designated exhibition space on the event day, enabling them to:

- ❖ Direct brand engagement with delegates, entrepreneurs and media professionals
- ❖ Live demonstrations, consultations and product showcases aligned with sponsor offerings
- ❖ Networking and lead generation within targeted sessions and delegate pathways



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- ❖ Thought leadership spaces where sponsors can host focused mini-discussions, product showcases or expert Q&As

Strategic Value of Sponsorship

- ❖ Reinforces sponsor commitment to national development priorities such as Vision 2050, youth empowerment and strategic communication
- ❖ Provides sector-relevant visibility across communications, media, PR and enterprise ecosystems
- ❖ Offers direct engagement with leading professionals, innovators and decision-makers
- ❖ Enhances brand equity through meaningful impact and strategic alignment with women's and youth empowerment goals

Together, we can proudly **turn giving into gains** for women, communities and the nation. Let's celebrate, accelerate and institutionalize women's contributions, because when women rise, Tanzania advances.

For more information contact Managing Director via md@devanpragency.co.tz, 0778626022 or Head of Finance, Admin and Resource Mobilization via finance@devanpragency.co.tz, 0783 46 46 08