



# CREATIVE CONNECT SUMMIT 2026

Marketing vs PR: Rivals or Strategic Allies?

21st May 2026 | Kenya National Library – Hekima Auditorium, Upper Hill



Marketing and Public Relations are often seen as competing forces. This summit explores how alignment between the two creates stronger brands, deeper trust, and measurable impact.

TIME	SESSION
08:30 – 09:00	Registration & Networking
09:00 – 09:15	Opening Session – Welcome & Overview (Surety PR & Media)
09:15 – 10:00	Panel I: Marketing vs PR – Rivals or Strategic Allies?
10:00 – 10:15	Audience Q&A
10:15 – 10:30	Health Break & Networking
10:30 – 11:15	Breakout Sessions (3 Parallel Groups)
11:15 – 11:45	Panel II: Building Integrated Communication Teams
11:45 – 12:15	Plenary Feedback Session
12:15 – 12:30	Closing Session – Key Takeaways & Partners
12:30 – 13:00	Networking & Departure