

## BCW Africa is PRISM African Network of the Year

BCW, a leading global communications agency, has won the *Award for African Network of the Year*, for the fourth consecutive year, at the annual PRISM Awards held on 14 April 2019 in Johannesburg. Robyn de Villiers, chairman and CEO of BCW Africa also received the Lifetime Achievement award on the evening for her contribution to the communications industry.



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The PRISM Awards are Africa's most sought-after awards in the public relations industry.

De Villiers said: "We are thrilled to have received the PRISM Award for African Network of the Year for the fourth year in a row. I am so proud of the long-term partnerships we have built with our affiliates and brand partners.

"Together, as BCW Africa, we form the largest network of PR agencies across over 50 African countries. This award is a tribute to our partners and to every member of our African team, in every country we cover on the continent."

### Pioneer

For 30 years, De Villiers has been a champion for economic development and integration across Africa. She has pioneered the advancement of communications skills in the communications profession and her name is synonymous with skills transfer and industry transformation. All of this is testament to her belief in, and commitment to, communications on the continent.



PRISM AWARDS

#Prisms2019: ALL THE WINNERS!

14 Apr 2019

Donna Imperato, global CEO, BCW said, "Robyn de Villiers is nothing short of a visionary. She recognised well before anyone else, that Africa could become a major player in the global communications industry ar

she has spent her career making that vision a reality. Because of her efforts, BCW has representation in over 50 countries in Africa, making us by far the premier network across the continent.

“Equally impressive is Robyn’s rigorous focus on training and development. She is a champion for the region, for her people and for her clients. Robyn embodies everything one could ask for in a leader and we are incredibly proud to have her on the BCW team.”

Yomi Badejo-Okusanya, president, African Public Relations Association (APRA), De Villiers is the vice-president, said, “Robyn is a pioneer. Her approach to communications across Africa has been one of leading the way; defining a path which others follow. She has contributed immensely to the growth and development of our association, and is a great example to fellow PR and communications practitioners as well as young professionals in the industry. She is the true definition of exemplary leadership and professionalism.”

Earlier this month, BCW Africa received four Gold Awards and eight Certificates of Excellence at the 2019 African SABRE Awards. In addition, Blast BCW in Mauritius has been shortlisted for the Platinum 'Best in Show' SABRE Award, which recognises the best African campaign of the year.

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