

Session Program

7-11 Sept 2026



The banner for the Media Masterclass features a blue background with white and yellow text. On the left, there are circular images of participants. The central text reads 'MEDIA MASTERCLASS FOR HIGHER EDUCATION INSTITUTIONS' with the theme 'Building Powerful University Brands Through Strategic Content and Academic Storytelling'. Below this, it states the dates '7th - 11th Sept, 2026' and the location 'Association of African Universities (AAU) Secretariat, Accra, Ghana'. On the right, a 'Rate' table lists three options: Early Bird (\$450), Member (\$500), and Non-Member (\$600). Below the table, 'Target Participants' are listed: University Communications / Media & Public Relations Officers, Researchers & Innovators, and Campus Media Coordinators (TV, Radio, Digital). The bottom of the banner includes social media icons for AautvU, www.aau.org, and the Association of African Universities, along with the hashtag #aautvofficial.

Rate	Early Bird	Member	Non-Member
	\$450	\$500	\$600
	(End of July)		

Target Participants

- University Communications / Media & Public Relations Officers
- Researchers & Innovators
- Campus Media Coordinators (TV, Radio, Digital)

Theme
Building Powerful University Brands Through Strategic Content and Academic Storytelling

Dates
7th - 11th Sept, 2026

Location
Association of African Universities (AAU) Secretariat, Accra, Ghana

Footer
AautvU | www.aau.org | Association of African Universities | #aautvofficial

Media Masterclass For Higher Education Institutions

Building a Consistent Visual & Communication Identity

Association of African Universities, Conference Room

Monday 7 September

11:30
|
12:30

Building a Consistent Visual & Communication Identity
Session | **Location:** Association of African Universities, Conference Room