



We turn what
institutions know
into what people
hear.

ConCom PR & Publicity is a locally owned and run corporate communications agency based in Lilongwe, Malawi. Since 2007 we have planned, managed and delivered communication, publicity and public engagement for development partners, government, civil society and business.

Operating since 2007	Based in Lilongwe, Malawi
Sectors served Public, private, NGO, diplomatic	Registered ROC 154610 · ODPP

Most communication advice
fails for one reason: nobody
stayed long enough to learn the
difference between what a client
wants and what a client needs.

That gap is where our work starts.

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Who we are

A Malawian agency, working across every sector that has to explain itself in public.

ConCom PR & Publicity works in corporate branding, events management, visibility, awareness, and campaign planning, management and delivery. We also plan and carry out community outreach programmes on behalf of our clients.

Our work cuts across sectors — public, private, non-governmental and the diplomatic corps. That range matters: a ministry, a donor delegation and an edible-oil producer are not talking to the same Malawi, and they should not be handed the same plan.

We believe the main failure of most communication advisory services in Malawi comes from a lack of patience — from stopping at what a client thinks they want, rather than working out what will actually fit their need. We take the longer route on purpose.

Our mission

Offering communication solutions that speak to our clients' communication puzzles.

Our vision

Becoming a leader in communication, public relations and advocacy services, in Malawi and beyond.

What we do

Five practices. Most engagements draw on two or three of them.

Research and insight

Finding out what is actually true before anything is written, printed or broadcast.

Communication research

Qualitative and quantitative field and desk research in the build-up to a client's communication and advocacy needs, to test whether their aspirations will hold.

Transformation communication

Most institutional data is produced for expert use. We take it and convert it into succinct, readable, usable summaries — because accessible content is what increases the impact of awareness and advocacy work.

Dissemination

Getting findings to the widest spectrum of stakeholders across research, policy and practice, through print, broadcast and online media, in plain language.

Strategy and advisory

Blueprints built around the audience, not around the organogram.

Communication strategies

We start with the target audience, then decide the method. Where several techniques are in play, we keep branding and messaging consistent. We also advise on breaking one corporate strategy into mini-strategies for individual projects or products inside a larger institution.

Advocacy strategies

Strategies that help people express their views and concerns, reach information and services, and defend and promote their rights and responsibilities — grounded in research into how our client's sector and culture actually work.

Crisis communication and management

Reputation management is not a matter of crossing the bridge when you reach it. We develop crisis communication plans and train the core crisis management team before anything goes wrong.

Media relations

Two decades of relationships across the Malawi media, plus the infrastructure to measure what they publish.

Media engagement

We don't believe in quantity. We connect clients to the channel, or the mix of channels, that will communicate their programme rather than simply make noise.

Media buying and monitoring

One of the widest networks of media houses and contacts in the country, built over more than twenty years of practice. Through our subsidiary Nzika Centre for Education and Communication, we partner ReelAnalytics of Kenya to operate media monitoring infrastructure in Malawi — a rare local capability we offer to international agencies and to the private and public sectors.

Tailored media training

Press release writing and editing so statements don't end up in the spike bin, plus in-house training for communication and management teams in press release development, media relations, photography and social media management.

Public relations and campaigns

Public engagement that reaches the ground, not only the capital.

Public relations

A proven record in public engagement built on public speaking and community mobilisation. Combined with our media strengths, this is how we deliver result-oriented PR and publicity.

Awareness campaigns

Planning and running campaigns across social, economic and political strata, including social media profiling of a project, product or candidate.

Lobbying and CSR

Facilitating lobby engagements with politicians, especially parliamentarians, so clients can shape the national policy that affects their work. We also manage clients' corporate social responsibility and community relations programmes.

Creative production and events

Printing to communicate, not to confuse.

IEC production

Graphic designers who know their trade and an in-house grip on IEC message creation. Billboards, banners of all sizes, posters, T-shirts, brochures, business cards and everything between.

Corporate events management

Indoor and outdoor events of every scale, planned as communication: we design each event around the message and the audience it has to reach, which is why our events leave a mark on the client's work.

Public speaking and conferences

Directing corporate events and product launches, from a hotel conference room to a stadium, and planning, managing and facilitating press conferences on clients' behalf.

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Why ConCom

Four things we can do that a general agency cannot.

We can prove what the media did

Through Nzika Centre for Education and Communication and our partnership with ReelAnalytics of Kenya, we run media monitoring infrastructure inside Malawi. Coverage reporting is measured, not estimated.

The network took twenty years

Our contacts across Malawi's media houses were built over more than two decades of professional practice. Placement is a phone call, not a cold pitch.



Research before messaging

We do our own field and desk research. Strategies are written from what audiences say, which is also what makes them defensible to a board or a donor.

Fluent in four sectors

Diplomatic missions, ministries, NGOs and private companies each report to different people and answer to different rules. We work in all four and translate between them.

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Our record

Selected assignments.
References available on request.

Buy Malawi Strategy

UNDP with the Ministry of Industry, Trade and Tourism

The brief

Build a culture of buying locally manufactured goods as a way of growing the national economy.

What we did

Ran the campaign's PR, including the production and circulation of all IEC materials, and delivered media engagement and public awareness services. We organised and managed the panel discussions and public debates that carried the strategy after its launch by President Peter Mutharika in 2016.

Delegation of the European Union to Malawi

Project visibility and communications

The brief

Give EU-funded work in Malawi a visible, consistent public presence, and equip the Delegation to handle its own media relationships.

What we did

Developed and partially implemented the Delegation's inaugural communications strategy. Built their media engagement strategy and the core media contact database still in use, and delivered in-house media engagement training to both local and foreign staff.

ActionAid Malawi

C19RM and SADC social accountability programme

The brief

Close out the C19RM project with materials that would outlive it, and strengthen the journalists and civil society partners reporting on public resources.

What we did

Produced end-of-project media materials — feature articles, a video documentary, a project booklet and a Community Led Monitoring training manual. We train journalists in social accountability and investigative journalism on a regular basis, train CSO partners in media literacy, and provide coverage monitoring for the SADC project Strengthening Social Accountability and Oversight Capacity for Rights-based Public Resources Management in Health and Agriculture in Southern Africa.

Royal Norwegian Embassy

50:50 Campaign, via ActionAid and the Centre for Civil Society
Strengthening

The brief

Shift voter perceptions of female candidates during the 2019 Tripartite Elections in order to increase women's representation in elected positions.

What we did

Our senior experts managed the nationwide campaign end to end: campaign communication strategy, digital campaign strategy and monitoring and evaluation frameworks, then conceptualised and executed the public awareness work and produced the campaign reports.

International Foundation for Electoral Systems

On behalf of the Malawi Electoral Commission, with USAID support

The brief

Mobilise more Malawians to turn out and vote in the 2020 Presidential Election.

What we did

Awarded the contract to implement the National Voter Mobilisation Campaign. We conceptualised the campaign, designed and produced every material — videos, audio, jingles and posters — built and ran the social media platforms, monitored performance and produced periodic reports for the digital campaign, *Dziko Langa, Chisankho Changa: my country, my choice*.

Global Book Alliance

On behalf of USAID — Ntchisi, Dowa and Salima

The brief

Encourage a reading culture among primary school learners in three districts.

What we did

Implemented an education social and behaviour change campaign across the three districts, taking the message to schools and the communities around them.

SunSeed Oil Limited

Corporate social responsibility policy and strategy

The brief

The edible oil producer had been in conflict with surrounding communities for over a decade, across a range of issues, and needed a settlement that both sides would accept.

What we did

Conceptualised and ran the outreach rallies, conducted perceptions surveys, then drafted and validated a CSR policy and strategy and launched one that was agreeable to all parties. We continue to implement the policy on the company's behalf through a CSR committee that includes community representatives.

Higher Education Students' Loans and Grants Board

Stakeholder and media engagement

The brief

A new board was grappling with reputational hitches and needed stakeholder buy-in.

What we did

Planned and managed all of the Board's stakeholder engagements, including interface meetings with the media at different levels.

We have also worked with

National Initiative for Civic Education

Community outreach activities and public debates, and media relations before NICE Public Trust recruited internal communication staff.

GIZ

Planning, managing and facilitating high-level conferences with partners — participants, registers, note taking and reporting.

Ministry of Transport

Through the EU Delegation, handling the ministry's annual stakeholder conferences reviewing sector performance.

TEVETA

Public engagement services and conferences for the Technical, Entrepreneurial, Vocational and Education Training Authority.

CISANET

Annual stakeholder conferences, plus editing, proofreading and translation of publications and project reports.

CEDEP

Website development and ongoing management, media and stakeholder engagement, and annual stakeholder conferences for the Centre for Development of People.

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Legal compliance

Registered at all three levels required by the laws of Malawi.

Registrar of Companies	154610
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Malawi Revenue Authority	TPIN 31255294
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Office of the Director of Public Procurement	31255294
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Talk to us

Send us the brief, or the problem you haven't managed to write a brief for yet. We will come back with an approach and a cost.

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