



Prudence Zoe Glorious
For President

MANIFESTO

PUBLIC RELATIONS SOCIETY OF TANZANIA · 2027-2029
GLOBAL OUTLOOK. LOCAL VISION. REGAL STANDARDS.



THIRTEEN YEARS EARNING PUBLIC TRUST.

I am Prudence Zoe Glorious: a Pan-African Tanzanian strategist, author and member of PRST.

My first consultancy was ten years ago, with UNICEF Tanzania. In 2020 I founded PZG PR, Tanzania's first impact communications firm.

I advise governments, UN agencies, blue-chip companies, NGOs and foundations on strategy, public affairs and narrative. I am a trustee of New Life Foundation and a Leadership Masterclass Tutor at the Institute of Directors Tanzania.

13+

Years in
practice

6

Years leading
PZG PR

4

Countries with
work and contracts

100+

Published columns

20+

Videos across
my weekly series

IMPACT YOU CAN CHECK.

- 1. Helped shape TDV 2050.**
Part of the civil society team that edited Tanzania Development Vision 2050 and shared inputs with the committee.
- 2. Catalysing Brand Tanzania.**
Including the Tanzania Honey and Tanzania Spices trademarks, with the International Trade Centre.
- 3. Launched the SDGs in Tanzania.**
Together with the UN Communications Group.
- 4. Advised a Presidential Advisory Committee.**
Communication strategy for the Generation Equality Forum committee on economic justice and rights, with UN Women.
- 5. Took our craft to Parliament.**
Addressed the Public Investment Committee with clauses, evidence and statistics on the Public Investments Bill, 2023.
- 6. Opened up access to information.**
Moderated the World Bank's session on its Access to Information Policy at CSO Week 2024.



CONTRIBUTION TO PR PRACTICE IN TANZANIA

- 1.** Built a Tanzanian firm that competes in Africa.
PZG PR is the only Tanzanian firm in the top 30 independent PR firms in Africa.
- 2.** Written communication strategies for governments, UN agencies, embassies, telcos, NGOs and private entities.
- 3.** Written coffee table books for foundations and development partners.
- 4.** Led market entry for two major airlines.
Media and government relations to open new routes into Tanzania.
- 5.** Media facilitation for the first ever green municipal bond in East Africa.
The bond was oversubscribed.
- 6.** First ever to curate a podcast panel.
A new format for how our sector convenes and is heard.
- 7.** Taught, wrote and broadcast for the profession.
IoT Leadership Masterclass Tutor, guest lecturer, 100+ columns and 20+ videos across my weekly series.

WHAT I HAVE DONE FOR PRST.

- 1.** Four years a member.
PZG PR and I have been members of PRST for four years.
- 2.** Sponsored three PRST events.
Through my firm, PZG PR.
- 3.** Written coffee table books for foundations and development partners.
- 4.** Chaired the 4th East Africa PR Week.
Chairperson of the Regional Organising Committee. PRST hosted the Week at the EAC Headquarters in Arusha, 26 to 29 November 2025, with the EAC Secretary General as Guest of Honour.
- 5.** Launched the Arusha Declaration on Public Trust.
A regional commitment to professional communication and to trust between citizens and their governments across the East African Community.
- 6.** Put PRST at the centre of regional PR.
Worked with the East Africa Public Relations Association (EAPRA), headquartered in Arusha, and sister societies from the EAC partner states.

IF ELECTED · REGIONAL PR

A strategic plan to support the growth of the profession in the region and the EAC Integration Agenda. It will enhance PRST's national and regional visibility.

FOUR PILLARS. ONE HUNDRED DAYS.

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|--------------------------------|---|
| 1. Changing powers | An Asian connection for PRST, where the growth is. |
| 2. ESG Centre | The national reference point on social, environmental and economic impact. |
| 3. Standards | PR is all about image, so we raise our own standards first: better conventions, a better association, the Act, accreditation, a fee guide, better terms, AI skills, and better negotiations that give us our worth. |
| 4. The golden age of PR | Partnerships and resources that bring income to the Society. |

FIRST 100 DAYS

- | | |
|------------------------------|---|
| Before leaving Dodoma | Courtesy call on the Speaker of the National Assembly, with UDOM. |
| Day 30 | Listening tour of members. |
| Day 60 | Working groups for the Act, accreditation and fees, and the ESG Centre, each with a member chair. |
| Day 90 | MoU with Parliament, UDOPRESA and UDOM tabled for signature. |
| Day 100 | First partnership announced, and a public scorecard for the term. |

PR is all about image. So we raise our standards.

THIS IS THE GOLDEN AGE OF PR.

Everyone has AI linguistics, everyone is media, and the web is the public. The public now grants your licence to operate, online and on the ground.

PRST PROPOSITION

The PRST Act and professional accreditation, so the profession is seen for the heavyweight it is.

WHAT IS IN IT FOR YOU

Recognition in law and a title that carries weight.

PUBLIC TRUST IS NATIONAL INFRASTRUCTURE.

Vision 2050 only works if every Tanzanian owns it. That takes social licence, social capital and public buy-in.

PRST PROPOSITION

Streamline how public relations officers (PROs) work across Ministries, Departments and Agencies.

WHAT IS IN IT FOR YOU

PROs get a quarterly Vision 2050 pack: Brand Tanzania information and a narrative kit from the PRST ESG Centre.

PR BELONGS IN THE BOARDROOM.

By 2030 half the world votes again, the SDGs reach their deadline and AI comes of age. Every organisation must be 2030-ready, and PRST will have the facilities to get them there: public affairs practice that is sound, strategic and aligned.

PRST PROPOSITION

Institute a PRST ESG Centre, built with global and local partners, so we are the rightful ESG leaders.

WHAT IS IN IT FOR YOU

New work and new income from ESG.

PUBLIC SERVANTS NEED PUBLIC RELATIONS.

A Member of Parliament answers to a whole constituency, and every constituent is now media.

PRST PROPOSITION

University of Dodoma sophomore placements with Members of Parliament, who can keep their Fellow on.

WHAT IS IN IT FOR YOU

**Students get a way in, Members get professional support,
and Tanzania gets jobs.**

TWO VISIONS. ONE CONDITION: THE PUBLIC MUST OWN THEM.

TDV 2050 TANZANIA DEVELOPMENT VISION

US\$1 trillion
economy, US\$7,000 GDP per
capita and an upper-middle
income Tanzania.

ZDV 2050 ZANZIBAR DEVELOPMENT VISION

Upper-middle income
status by 2050, on four pillars
from economic transformation
to governance and resilience.

WHAT PRST WILL DO

- 1.** PROs aligned on the TDV 2050 narrative.
Public relations officers across Ministries, Departments and Agencies tell the Vision's story the same way.
- 2.** A quarterly Vision 2050 pack.
Brand Tanzania information and a narrative kit for TDV 2050 and ZDV 2050, from the PRST ESG Centre.
- 3.** Capacity to earn buy-in.
Train members to build the social licence and social capital both visions depend on.

RECOGNITION

Top 10 women in PR in Tanzania, Africa PR Week · One of six trailblazing women in PR in Africa, Leading Ladies Africa, 2024 · Inspiring Women in Public Relations, Her Network, 2024



— WHY ME

GLOBAL OUTLOOK. LOCAL VISION. REGAL STANDARDS.

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- 1. I know the work.**
Thirteen years advising governments, UN agencies, blue-chip companies and NGOs.
 - 2. I have built an institution.**
Six years growing a firm with work in Tanzania, Kenya, Switzerland and the United States.
 - 3. I bring a network.**
Ministers, leaders of other PR associations and the international organisations I have worked with, put to work for PRST.
 - 4. I mobilise resources.**
A record of bringing partners and funding to institutions.
 - 5. I think ahead.**
A strategic, future-facing view of where our profession is going.
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MY COMMITMENT.

- 1. Institute the PRST ESG Centre.**
So we are the rightful ESG leaders, and you are the adviser the board turns to.
- 2. Parliamentary sophomore placements.**
University of Dodoma PR students placed with Members of Parliament.
- 3. Make organisations 2030-ready.**
PRST will have the facilities to do it, through public affairs practice that is sound, strategic and aligned.
- 4. Secure the PRST Act and professional accreditation.**
So the profession is seen for the heavyweight it is.
- 5. Align PROs on the TDV 2050 narrative.**
Across Ministries, Departments and Agencies.
- 6. Raise our standards.**
PR is all about image: better conventions, a better association, a fee guide, better terms, and better negotiations that give us our worth.

Raise our standards.

A courtesy call on the Speaker before we leave Dodoma, with UDOM in tow. Map our ESG Centre partners. Report to you every year, in public.





VOTE

I ASK FOR YOUR VOTE.

My signature means: better terms, a fee guide
and new work in ESG.

PRUDENCE ZOE GLORIOUS · FOR PRESIDENT, PRST 2027-2029

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