



LSE Africa Summit 2025-Case Study

Cross-Sector Engagement and Content Strategy

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My Contributions:

- Led theme proposal presentation and pitched to LSE senior leadership
- Audited the African development landscape across public policy, tech, finance, arts, and academia to inform strategic outreach.
- Sourced and secured speakers from leading institutions (e.g. African Union, McKinsey, Google, UNESCO).
- Led a cross-functional team of 5 to deliver messaging aligned with program objectives and partner interests.
- Devised content strategy to boost exposure across media outlets

Theme Proposal - “Securing Africa’s Future: Promoting Resilience in a Divided World”

The theme, “Securing Africa’s Future: Promoting Resilience in a Divided World,” focuses on Africa’s response to a rapidly changing global landscape characterised by geopolitical fractures, shifting trade dynamics, climate challenges, and economic dependencies. These conditions necessitate that Africa assert its agency by fostering resilience, leverage its resources, and drive innovation to ensure that the welfare of Africans is protected and promoted.

On one hand, Africa faces challenges such as resource dependency, debt vulnerabilities, and protectionist trade measures like CBAM. On the other hand, the continent holds unique opportunities to lead in the green industrial wave, negotiate better trade terms, and unify its policies to strengthen its position in global decision-making.

Amid these dynamics, trade policies play a pivotal role in Africa’s future. Mechanisms like the U.S.-Africa Growth and Opportunity Act (AGOA) face uncertainty, while the rise of mechanisms such as the EU’s Carbon Border Adjustment Mechanism (CBAM) challenges Africa’s carbon-intensive industries. Pan-African bodies such as the African Union (AU), African Development Bank (AfDB), and UNECA are central to coordinating these efforts. By harmonising industrial policies, advocating for debt restructuring, and promoting sustainable trade practices, these institutions can help Africa assert greater agency in the global arena.

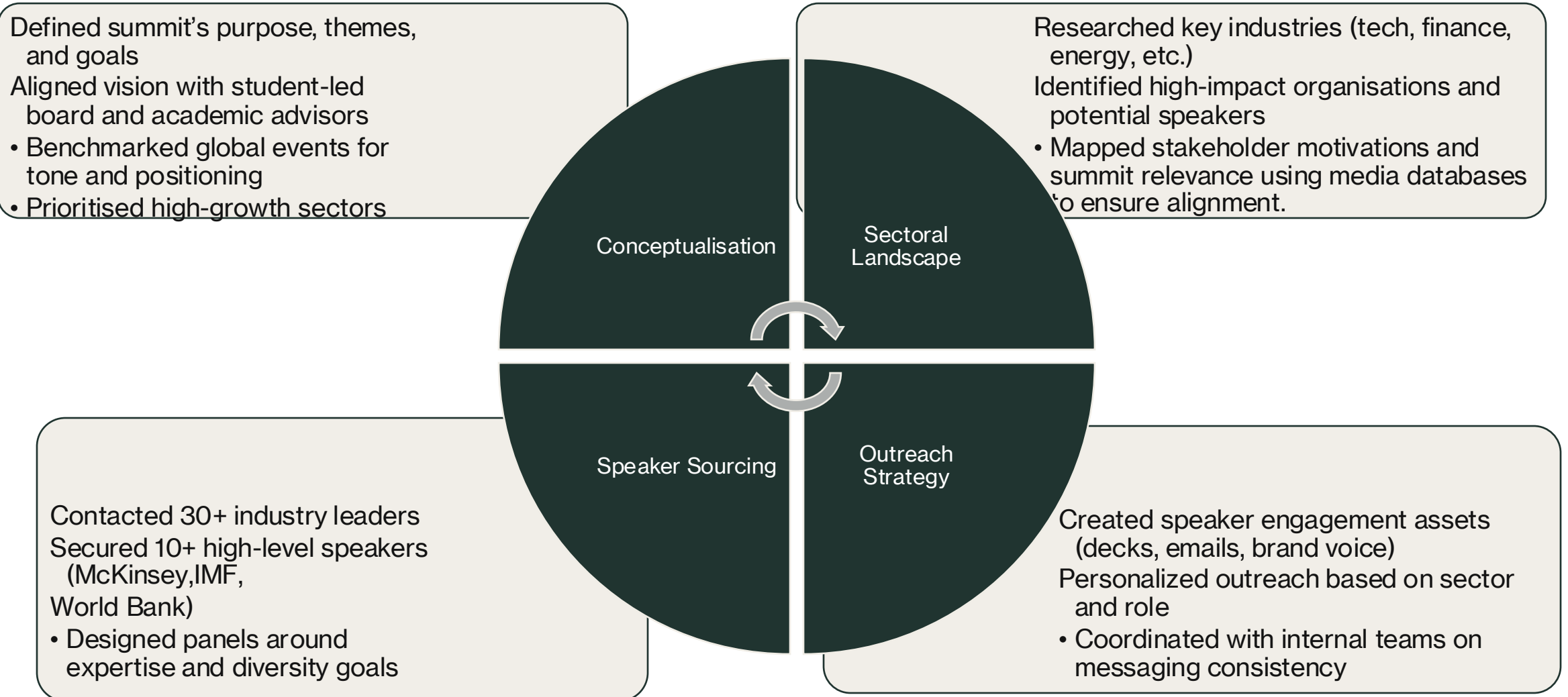
Relevance in 2025

The theme is particularly relevant in 2025 as the return of Donald Trump to the U.S. presidency has introduced new uncertainties into global geopolitics. His administration’s historical scepticism toward multilateralism and prioritisation

Excerpt: Theme Proposal Presentation Document



Summit Framework



Industry Audit

| Sector | Key Players | Interests | Engagement Strategy |
|----------------|--------------------------------|--------------------|---|
| Tech | Google, Microsoft | AI, Infrastructure | Innovation panel, startup spotlight |
| Finance | McKinsey, World Bank | Investment Trends | Inclusion roundtable, ESG finance session |
| Sustainability | UNDP, AfDB | Green Transition | Climate keynote, policy briefings |
| Manufacturing | Dangote Group, BURN | AfCFTA Gains | B2B matchmaking, trade-focused panels |
| Energy | Power Africa, Shell Foundation | Renewables, Access | Clean energy roundtable |

Insights:

1.Conducted a comprehensive industry audit across key sectors, including technology, finance, sustainability, manufacturing, and energy, to identify principal stakeholders and emerging trends aligned with the summit’s themes. Utilised segmentation to map stakeholder influence and alignment, enabling targeted engagement and maximising participation from sector leaders.

2.Audits provided actionable insights into sector strengths, opportunities, and gaps, allowing the summit to tailor content and speaker profiles to resonate with a diverse professional audience.

Optimising Collaboration:

1.Secured 20+ high profile speakers to generate interest

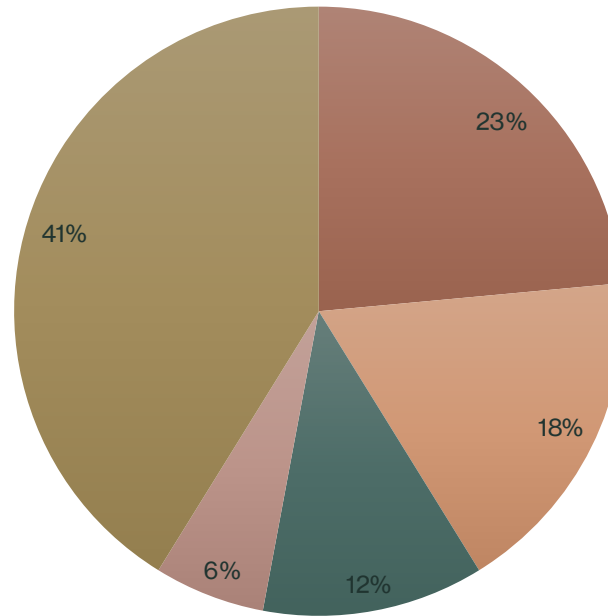
2.Built strong partnerships: McKinsey workshops for selected attendees

Fundraising Impact

£17,000 Raised in 3 months

Profit

■ McKinsey ■ LSE Mgmt ■ Risk Insights ■ Leap Africa ■ Ticket sales

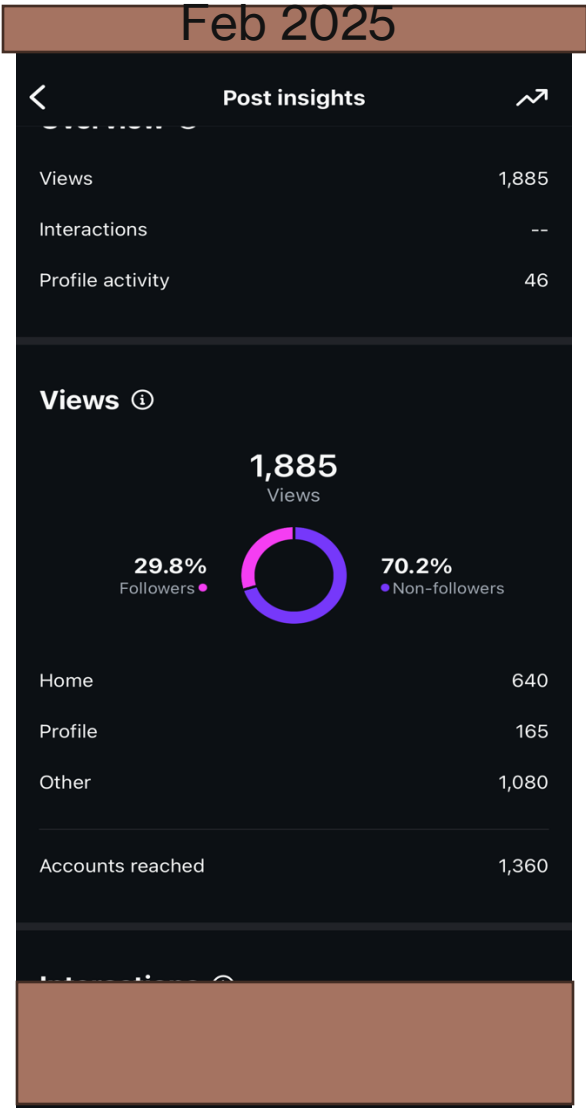


Insights:

1. Leveraged McKinsey's sponsorship to build strategic partnerships and open doors for future collaborations with key industry leaders.

2. Positioning McKinsey as a lead sponsor signalled trust and confidence in the summit's vision and execution, which boosted overall fundraising efforts.

Summit Metrics: Average Engagement

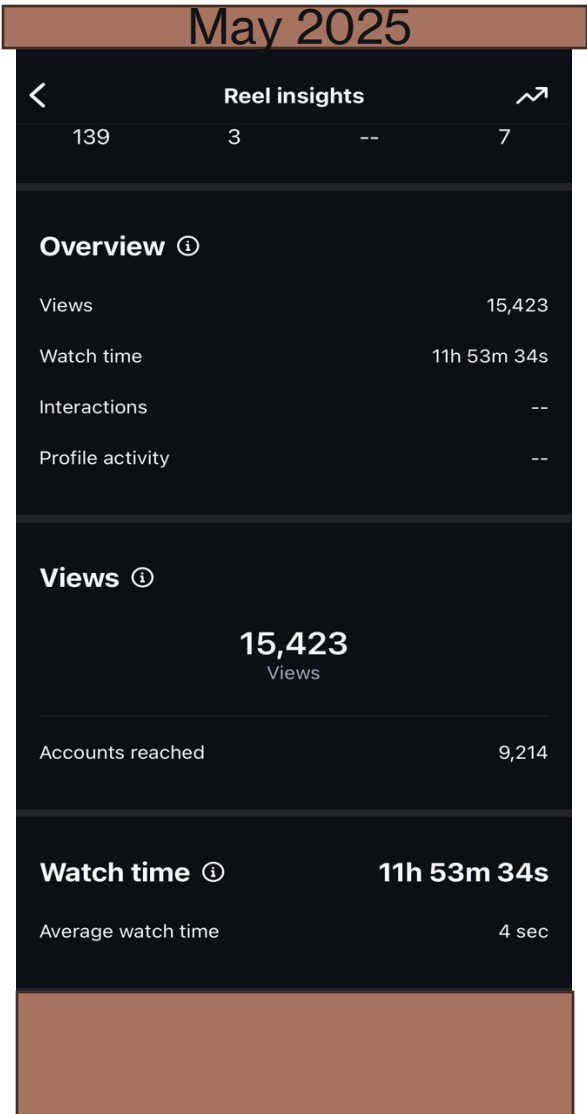


Strategy for growth:

- 1.Sustained collaboration with pre-eminent media outlets
- 2.Live coverage across social channels
- 3. Hosted a Gamechangers series with prolific industry leaders

Actions:

- 1.Tailoring content strategy to respond to algorithmic preferences
- 2.Consistent digital KPI tracking to measure stakeholder engagement



Outcomes

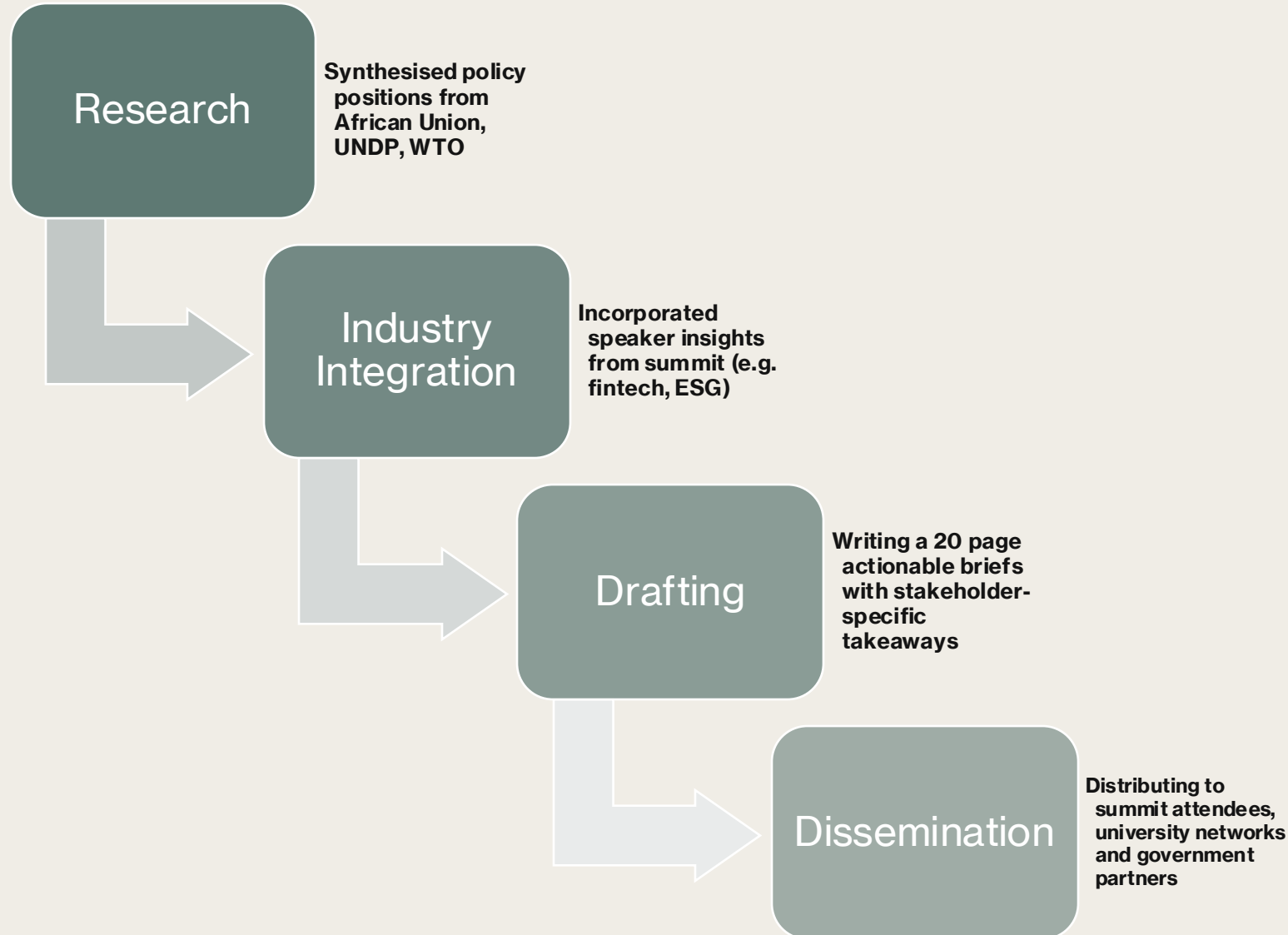
17,000 Raised

300+ Attendees

20+ High-Level & C-

Suite Speakers

Transformational Strategies & Future Insights



Aims:

1. Applying policy consulting frameworks to real-world summits

2. Creating sector-informed, stakeholder-ready briefs

3. Practising strategic communication aligned to public-private partnerships