

## CONCEPT NOTE

### WATAF Country Correspondents Conference and Training for Heads of Communications Departments



**Theme:**  
FOCAL PERSONS AND EFFECTIVE COMMUNICATION IN INSTITUTIONAL AND CORPORATE DEVELOPMENT IN TAX ADMINISTRATIONS IN WEST AFRICA

**DATES:**  
MARCH 18 – 19, 2025

**VENUE:**  
ABUJA, NIGERIA

## CONTENTS

<b>Background and Context</b> .....	3
<b>Objectives</b> .....	3
<b>Expected Outcomes</b> .....	3
<b>Target Participants</b> .....	4
<b>Key Activities</b> .....	4
<b>Expected Speakers and Facilitators</b> .....	5
<b>Logistics</b> .....	5
<b>Conclusion</b> .....	5
<b>Contact Information</b> .....	5

## BACKGROUND AND CONTEXT





Effective communication is pivotal in fostering trust, enhancing transparency, and ensuring accountability within tax administrations. The ability of tax administrations to disseminate timely, accurate, and accessible information can significantly influence taxpayer compliance, public perception, and institutional growth. Recognising this, the West African Tax Administration Forum (WATAF) has consistently emphasised the need for robust communication frameworks within member tax administrations.

For WATAF, country correspondents serve as the link between tax authorities, some in-country stakeholders and the Secretariat, while for the tax authorities, the Heads of Corporate Communications serve as the critical link between tax authorities, stakeholders, and the public. Both are referred to as focal persons. Their roles are integral to shaping narratives, managing stakeholder relationships, and projecting the institutional values of tax administrations. However, varying levels of capacity and exposure to global best practices in communications have posed challenges to the uniformity and effectiveness of messaging in the region.

To address these gaps, WATAF is organising a two-day conference and training programme in Abuja, Nigeria. The event aims to equip focal persons with the skills, tools, and strategies necessary to drive effective communication and corporate development across West African tax administrations.

## OBJECTIVES

The objectives of the programme are:

-  **Enhancing Skills and Knowledge:** Equip participants with advanced communication tools and strategies for internal and external stakeholder engagement.
-  **Promoting Best Practices:** Share success stories and lessons learned in managing institutional and corporate communications within tax administrations.
-  **Strengthening Networks:** Foster collaboration among WATAF country correspondents and Heads of Corporate Communications to enhance regional coordination and knowledge sharing.
-  **Institutional Development:** Highlight the role of effective communication in advancing institutional reforms, policy advocacy, and public compliance initiatives.



## EXPECTED OUTCOMES

At the end of the conference and training, participants are expected to:

- 🇨🇦 Develop actionable communication strategies tailored to the unique needs of their respective tax administrations.
- 🇨🇦 Strengthen their understanding of the intersection between communication, policy advocacy, and institutional growth.
- 🇨🇦 Establish a stronger network of correspondents and communication experts within the WATAFcommunity.
- 🇨🇦 Improve the visibility and perception of tax administrations through targeted and impactful communication.

## TARGET PARTICIPANTS

The conference and training will bring together:

- 🇨🇦 WATAF Country Correspondents.
- 🇨🇦 Heads of Corporate Communications from WATAF member tax administrations.
- 🇨🇦 Communication and policy experts from regional and international partners.

## KEY ACTIVITIES

The two-day event will comprise:

### **Day 1 – Conference:**

- Opening Ceremony: Keynote address and goodwill messages.
- Overview of the conference
- Panel Session:
  - The Role of Focal Persons in Institutional Development: *Sharing success stories and challenges in institutional communication.*
- Update on WATAF's key activities and accomplishments since the last CC meeting.
- Explore ways country correspondents and heads of corporate communication in member states can collaborate with WATAF to:
  - Improve WATAF news and activities within their respective jurisdictions.
  - Share updates on developments and initiatives from their jurisdictions for inclusion in WATAF newsletters.

### **Day 2 – Training:**

- Presentations on:
  - *Crisis Communication and Reputation Management.*
  - *Bridging the Gap: Communication Strategies for Building Public Trust.*
  - *Designing Effective Advocacy Campaigns.*
  - *Leveraging Digital Media for Taxpayer Engagement.*

- Breakout group exercises for collaborative strategy development.
- Closing remarks and presentation of certificates.

#### EXPECTED SPEAKERS AND FACILITATORS

- 👤 Media and public relations professionals
- 👤 Policy and communication experts from WATAF and from international organisations.
- 👤 Experienced Heads of Communications Department of selected WATAF member countries.

#### LOGISTICS

WATAF Secretariat in collaboration with the Federal Inland Revenue Service (FIRS), Nigeria to host the programme. Specific venue to be confirmed in Abuja, Nigeria.

#### CONCLUSION

The WATAF Country Correspondents Conference and Training for Heads of Communications Departments is a timely initiative to address communication gaps and enhance the institutional capacities of West African tax administrations. By investing in the skills of focal persons and communication leaders, WATAF aims to foster stronger, more transparent, and development-focused tax systems across the region.

---

#### CONTACT INFORMATION

For further inquiries, please contact:

**Tochukwu Sandra Onyemata**

*Email:* [tochukwu.onyemata@wataf-tax.org](mailto:tochukwu.onyemata@wataf-tax.org)

*Phone:* +234 8037842082

**Dan-Asabe Ozayashi**

Manager, Training and Capacity Devt.

*Email:* [dan-asabe.ozayashi@wataf-tax.org](mailto:dan-asabe.ozayashi@wataf-tax.org)

*Phone:* +234 803 731 8368