

# BUSINESS DAY WEEKENDER

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## Teen Revolution: Africa's brightest youngsters set to ignite the Premier League



### FOOD

7 ways to complain about your food at a restaurant without causing a scene



### TRAVEL

Top 10 most visited countries in Africa

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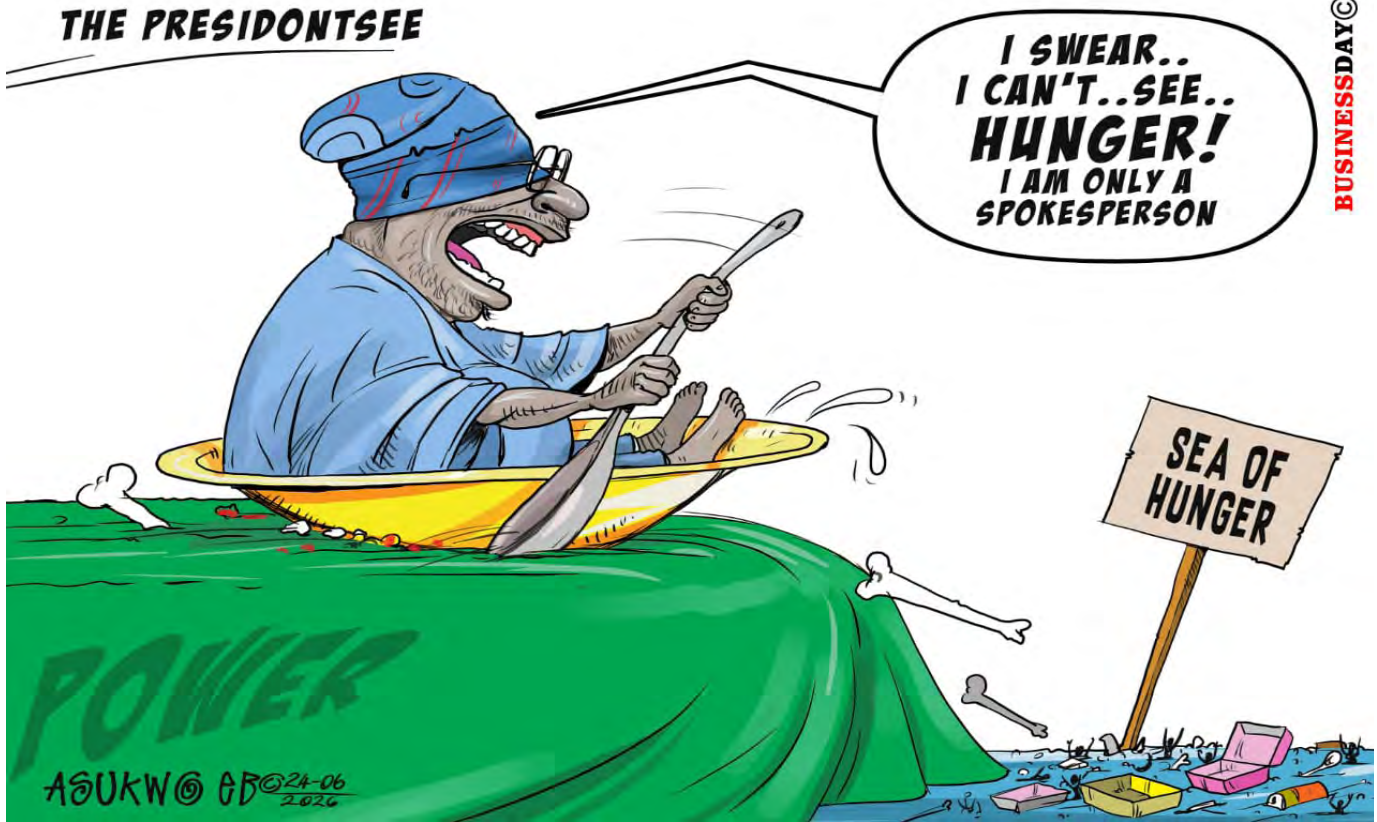


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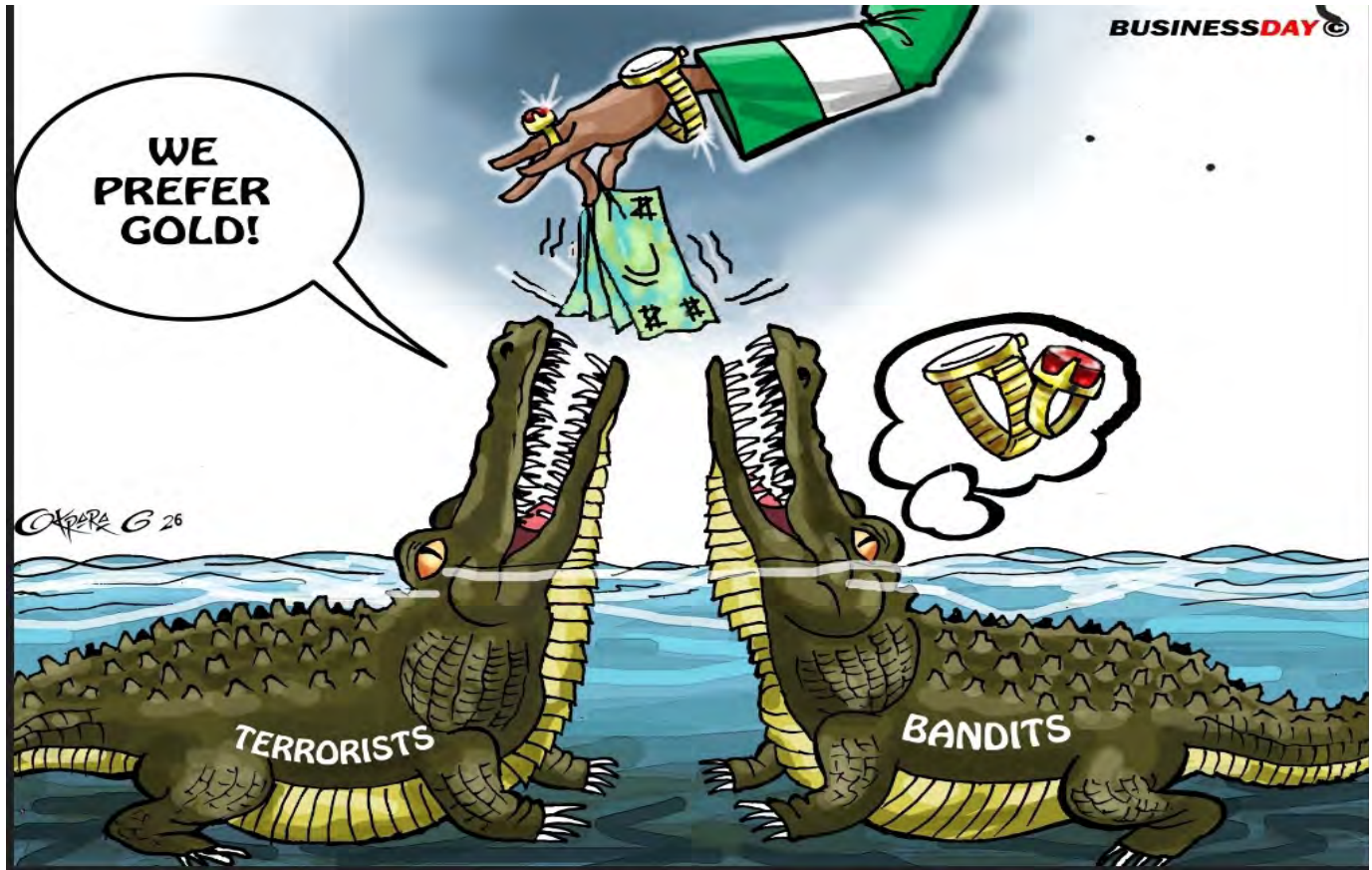
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# TEEN REVOLUTION: AFRICA'S BRIGHTEST YOUNGSTERS SET TO IGNITE THE PREMIER LEAGUE

ANTHONY NLEBEM



Every Premier League season brings fresh excitement, and the 2026/27 campaign could usher in a new generation of African teenage stars ready to light up England's top flight.

With the summer transfer window open until September 1, several of Africa's most highly rated young talents are attracting interest from Europe's biggest clubs. From breakout World Cup performers to established prodigies, these teenagers could soon become household names in the Premier League.

## Zadok Yohanna: Brighton's Nigerian Gem

Brighton & Hove Albion have moved swiftly to secure one of Africa's most exciting young prospects, agreeing a £21.5 million deal for Nigerian winger Zadok Yohanna from Swedish side AIK Stockholm.

The 18-year-old has signed a five-year contract until June 2031 and will complete the move once the transfer window formally reopens, subject to regulatory approval.

Yohanna has enjoyed a breakthrough campaign in Sweden, earning a reputation as one of Europe's most promising attacking talents. His pace, dribbling ability and creativity have made him one of the standout performers in the Allsvenskan.

Brighton head coach Fabian Hurzeler is already excited about the youngster's potential.

"I'm looking forward to working with Zadok. Having seen his games and his attributes, he is a player that can impact games in the final third," Hurzeler said.

The move continues Brighton's successful strategy of identifying and developing elite young talent from across the globe.

## Ayyoub Bouaddi: Arsenal Lead Race for Moroccan Wonderkid

Arsenal are reportedly leading the race for Lille midfielder Ayyoub Bouaddi, one of the most sought-after teenagers in European football.



The 18-year-old Moroccan has attracted interest from several elite clubs, including Real Madrid, after making nearly 100 appearances for Lille despite his age.

The French club are believed to value Bouaddi at around €80 million, reflecting both his immense potential and growing importance to the team.

Currently representing Morocco at the FIFA World Cup 2026, Bouaddi has further enhanced his reputation with a series of composed displays on the biggest stage. Reports suggest Arsenal's sporting director, Andrea Berta, has already established strong contacts with the player's representatives as the Gunners position themselves for a potential move.

Blessed with exceptional technique, intelligence and maturity, Bouaddi is widely regarded as one of Africa's future midfield stars.

### **Yan Diomande: Liverpool Chase Ivory Coast's Rising Star**

Liverpool are closely monitoring Ivory Coast winger Yan Diomande, another teenage talent generating significant interest across Europe.

The RB Leipzig attacker has emerged as a major transfer target after an impressive Bundesliga campaign that yielded 12 goals and eight assists in 28 starts.

Reports indicate Liverpool would be willing to offer as much as €100 million (£86 million) for the

teenager, although Leipzig are believed to value him even higher.

Diomande's performances for Ivory Coast at the FIFA World Cup 2026 have only strengthened his growing reputation. Comfortable on either flank, he combines explosive pace, technical quality and a direct attacking style that has caught the attention of Europe's elite clubs.

Liverpool's recruitment team are understood to be tracking his progress closely as they look to strengthen their attack for the future.

#### **Africa's Next Generation Ready to Shine**

The growing interest in Yohanna, Bouaddi and Diomande highlights Africa's continued emergence as a major source of elite football talent.

From Nigeria's Yohanna to Morocco's Bouaddi and Ivory Coast's Diomande, Europe's biggest clubs are racing to secure some of the continent's brightest young prospects.

All three teenagers have already demonstrated the ability to perform at the highest level despite their age, and Premier League clubs are increasingly willing to invest heavily in their development.

Should the proposed moves materialise, the 2026/27 Premier League season could provide the perfect stage for Africa's next generation of stars to announce themselves to the football world.



# 7 WAYS TO COMPLAIN ABOUT YOUR FOOD AT A RESTAURANT WITHOUT CAUSING A SCENE

ESTHER EMOEKPERE



Most people do one of two things when their food is not right at a restaurant. They say nothing, eat around the problem, and leave quietly dissatisfied. Or they say something in a way that makes the whole table uncomfortable and the staff defensive. There is a middle ground, and it is where most good dining experiences get rescued.

Complaining well is a skill. Here is how to do it.

## Say something while you can still do something about it

The most common mistake is waiting. You notice the chicken is undercooked, the soup is cold, or the portion is missing something, and you decide to manage. By the time you have eaten around the problem, it is too late for the kitchen to fix it and too late for the restaurant to make it right. Speak up as soon as you identify the issue, ideally before you have eaten more than a few bites.

## Get the attention of your server, not the whole room

You do not need to raise your voice or wave dramatically across the restaurant. Make eye contact with your server and signal for them to come over. If your server is not within sight, ask another staff member nearby to send them to your table. Keeping the conversation contained to your table is both more effective and more dignified.

## Be specific about what is wrong

“This is not nice” gives a server nothing to work with. “The rice is cold” or “this chicken is still pink in the middle” tells them exactly what the problem is and what needs to happen. Specific complaints are easier to resolve because the kitchen knows precisely what to fix, replace, or do differently. Vague complaints tend to get vague responses.

## Stay calm and direct

You do not need to apologise for having a complaint, but you also do not need to be unkind about it. A simple, even tone goes further than frustration. Staff are more likely to prioritise your table and go out of their way to fix things when the interaction feels respectful. The moment a complaint becomes personal or loud, it shifts from a solvable problem to a situation that everyone, including you, now has to manage.

## Know what you want before you speak

Before you call your server over, decide what resolution you are looking for. Do you want the dish replaced? Do you want it taken off the bill? Do you want a different dish entirely? Having a clear ask makes the conversation shorter and the outcome more likely to go your way. Restaurants can only offer what you give them the chance to offer.

## If the server cannot help, ask for a manager

Not every server has the authority to replace a dish or adjust a bill. If your concern is not resolved at the server level, ask calmly to speak with the manager on duty. This is not escalation, it is the appropriate next step. Most managers would rather fix a problem at the table than have a guest leave unhappy.

## Give the restaurant a chance before going online

It has become easy to open a review app while still at the table. Before you do, consider whether the restaurant has had the opportunity to make it right. A restaurant that handles a complaint well deserves that to be part of the record too. Save the review for after the meal, when you have the full picture.

# TOP 10 MOST VISITED COUNTRIES IN AFRICA

CHISOM MICHAEL



**A**frica continues to attract millions of visitors each year, with travellers arriving for wildlife, history, culture, business and natural landmarks. From the deserts of North Africa to the wildlife reserves of East Africa and the urban centres of the continent's largest economies, tourism remains an important source of revenue and employment.

The latest figures show that a handful of countries account for a large share of international arrivals, supported by established tourism infrastructure, cultural attractions and global recognition.

**According to a list compiled by Jaynevy Tours, here is a look at the 10 most visited countries in Africa.**

## 1. South Africa

South Africa remains the continent's most visited destination, welcoming more than 10 million visitors annually. Travellers are drawn to Cape Town, wildlife reserves such as Kruger National Park and historical sites including Robben Island.

Tourism contributed about \$9 billion to the economy in 2024, with around 70% of visitors arriving from Europe and North America. Attractions such as Table Mountain and the Garden Route continue to play a major role in attracting international tourists.

## 2. Morocco

Morocco recorded 8.5 million visitors, making it one of Africa's leading tourism destinations. The country attracts travellers to the medinas of Marrakech, historical sites in Fez and the Sahara Desert.

Tourism growth reached 6% in 2024, supported by cultural events including the Fes Festival of World Sacred Music. Many visitors are drawn to the country's mix of Arab, Berber and French influences, which shape its architecture, cuisine and traditions.

### 3. Egypt

Egypt welcomed 7.8 million visitors, driven largely by interest in its ancient heritage. The Pyramids of Giza, the temples of Luxor and Nile River cruises remain among the country's biggest attractions.

The opening of the Grand Egyptian Museum helped increase tourist arrivals, while bookings for Nile cruises rose by 10% in 2024. Tourism generates about \$8 billion annually, making it a major contributor to the national economy.

### 4. Kenya

Kenya attracted 2.1 million visitors, with the Maasai Mara remaining one of its strongest tourism assets. The reserve hosts the Great Migration, during which around 1.5 million wildebeest move across the ecosystem each year.

Beyond wildlife tourism, visitors also explore coastal destinations such as Diani and take part in cultural experiences in Nairobi. Tourism accounted for 10% of Kenya's GDP and generated about \$1.5 billion in 2024.

### 5. Tanzania

Tanzania welcomed 1.8 million tourists, supported by destinations such as Serengeti National Park, Mount Kilimanjaro and Zanzibar.

Safari tourism generated approximately \$2.6 billion in 2024, highlighting the sector's importance to the economy. Around 60% of visitors came from the United States and Europe, reflecting Tanzania's strong international appeal.

### 6. Tunisia

Tunisia received 1.5 million visitors, many of whom travelled to see the ruins of Carthage, the streets of Sidi Bou Said and the country's Mediterranean coastline.

Tourism activity increased by 8% in 2024. Cultural events, including the Carthage Film Festival,

continued to attract international attention and support visitor numbers.

### 7. Algeria

Algeria recorded 1.2 million visitors. The country is known for historical landmarks such as Timgad and the Casbah of Algiers, as well as its vast desert landscapes.

Tassili n'Ajjer National Park, a UNESCO World Heritage Site, experienced a 5% increase in visitors during 2024. Tourism contributed around \$500 million to the national economy.

### 8. Nigeria

Nigeria welcomed 1.1 million visitors, driven by business travel, cultural tourism and entertainment activities. Lagos remains a key destination for international visitors, while festivals such as Durbar continue to attract interest.

Natural attractions, including Yankari National Park, also contribute to the country's tourism sector. Revenue from tourism reached approximately \$1 billion in 2024.

### 9. Ghana

Ghana attracted one million visitors, many of whom visited historical sites linked to the transatlantic slave trade, including Cape Coast Castle.

The country's "Year of Return" initiative continued to support tourism growth, helping increase arrivals by 10% in 2024. Tourism generated an estimated \$800 million and remained an important part of the economy.

### 10. Ethiopia

Ethiopia rounded out the list with 900,000 visitors. Travellers continue to visit the rock-hewn churches of Lalibela and the Simien Mountains, both recognised internationally for their significance.

Cultural tourism, including the Timkat festival, grew by 7% in 2024. The sector contributed about \$700 million to the economy and continues to support jobs and local businesses across the country.

**WE DON'T PITCH PR AS A  
VANITY EXPENSE; WE PRESENT  
IT AS A STRATEGIC SHIELD  
-YETTY OGUNNUBI**





In the fast-evolving landscape of West African communications, few practitioners bridge the gap between soulful creative heritage and rigorous corporate strategy quite like Yetty Ogunnubi. With over 20 years of cross-continental experience spanning Nigeria and the United Kingdom, the Chief Executive Officer of YD Company has systematically rewritten the rules of brand architecture. Her deliberate evolution from running a boutique agency into leading an integrated, award-winning communications firm earned YD Company a coveted spot among BusinessDay's Top 100 fastest-growing SMEs—proving that strategic visibility is, at its core, a metric of commercial growth.

Immersed from childhood in Nigeria's celebrated K.NATHA artistic family, Ogunnubi holds an Honoris Causa in Brand Strategy & Communication. She is the mastermind behind FashionEVO, an influential digital ecosystem driving tech-readiness and market intelligence across the African lifestyle and beauty landscapes. A trusted voice in institutional governance and civic leadership, her influence extends from her role as General Secretary of the Lekki Phase 1 Residents Association to her recent appointment to the Board of Trustees of the Lagos Leather Fair, ahead of its pivotal 9th edition.

In this exclusive interview with IFEOMA OKEKE-KORIEOCHA, Ogunnubi diagnoses the structural cracks that forced a transformation in the traditional Nigerian agency model. She provides a masterclass on how

tight-fisted boards can leverage reputation equity to shorten sales cycles, outlines the exact supply chain and traceability bottlenecks preventing local artisans from achieving global export compliance, and issues a powerful wake-up call to the next generation of PR practitioners on why data analytics is no longer optional.

### **In a tough macroeconomic environment where businesses are aggressively cutting costs, how do you convince tight-fisted corporate boards and struggling SMEs that public relations is a revenue-driving investment rather than an expendable vanity expense?**

You change the language from “visibility” to “value.” Corporate boards don't care about press releases; they care about risk mitigation, market share, and customer acquisition. In a tough macroeconomic climate, the cost of losing trust is far higher than the cost of maintaining it. I show boards and SMEs that PR is directly tied to the bottom line through reputation equity.

When consumer purchasing power drops, consumers become hyper-selective; they only buy from brands they trust. Proactive, tech-driven PR ensures your brand remains top-of-mind, shortens the sales cycle, and protects you from costly reputational crises that can wipe out market value overnight. We don't pitch PR as a vanity expense; we present it as a strategic shield and a commercial accelerator.

### **You transitioned YD Agency to YD Company back in 2020 to offer integrated communications. What specific operational cracks or missing elements did you see in the traditional Nigerian PR agency model that forced you to change your structure to survive?**

The traditional Nigerian PR model was deeply fragmented and siloed. You had agencies that only did media relations, others that only handled events, and separate entities for digital marketing. This forced clients to manage multiple vendors, leading to diluted messaging, disjointed strategies, and massive budget leakages.

The operational crack I identified was a lack of cohesive brand architecture. In 2020, as the pandemic accelerated digital transformation, I realised that to survive and deliver true value, we had to offer a single, integrated ecosystem. We pivoted to YD Company (YD Limited) to bring strategy, data analytics, digital PR, and brand building under one roof. It eliminated the friction of traditional agency models, giving our clients a seamless, agile, and measurable communication framework.

**YD Company was named among BusinessDay's Top 100 Fastest-Growing SMEs. Speaking as a business owner navigating current challenges—such as inflation and shifting consumer priorities—what internal, non-negotiable metric kept your company resilient when other agencies were scaling down?**

Our non-negotiable metric has always been Client Retention Rate, driven by ROI. In a volatile market, chasing new business is expensive, but keeping existing clients happy by consistently moving the needle for them is sustainable. We looked inward and ensured that every single campaign we executed had clear, quantifiable key performance indicators (KPIs) tied to our clients' business objectives. If inflation was squeezing their margins, our PR strategy had to adapt to help them capture new demographics or optimise their communication spend. By making ourselves indispensable partners in their survival and growth, we secured our own resilience. We prioritised deep, high-value relationships over transactional volume.

**You were recently appointed to the Board of Trustees of the Lagos Leather Fair ahead of its upcoming 9th edition (June 27–28, 2026), which is themed “Beyond the Hide: Scaling Value, Building Industry, Driving Growth.” Moving past the raw potential of Nigerian leather, what are the primary structural bottlenecks preventing local artisans from achieving global export compliance?**

The primary bottlenecks are standardisation, infrastructure, and supply chain traceability. Nigeria possesses some of the highest-quality raw leather in the world, but the journey from “the hide” to a finished luxury product fit for international retail is broken.

First, our local artisans often lack access to centralised, modern processing facilities and machinery that guarantee uniform thickness, stitching precision, and hardware durability. Second, global markets demand strict export compliance, which includes environmental standards in tanning and transparent supply chains. Without institutional testing labs and structured certification processes locally, our artisans face steep barriers.



The Lagos Leather Fair's 9th edition is critical because we are moving the conversation directly toward solving these industrial bottlenecks and building a scalable, compliant ecosystem.

**Through FashionEVO, you sit directly at the intersection of African lifestyle, tech, and culture. While African creative capital is heavily celebrated on global stages, we still struggle with local retail distribution and supply chain problems. What practical steps must the industry take to turn our cultural visibility into real, sustainable wealth?**

We must transition from a creative industry to a manufacturing and technological power. Cultural visibility is just social capital; it only becomes wealth when backed by industrial capacity.

Practically, we need to invest in inter-African logistics and digital retail infrastructure. Shipping a garment from Lagos to Accra shouldn't cost more than shipping it to London. We need localised e-commerce fulfilment hubs that optimise inventory management. Furthermore, African designers must embrace data-driven production. This is exactly why we created FashionEVO to support the ecosystem by using technology to drive market intelligence and e-commerce readiness. We are also teasing a major, game-changing product in the coming months designed specifically to address these scaling challenges.

**Growing up within the celebrated K.NATHA artistic family gave you a front-row seat to authentic creative expression. How did that foundational immersion shape your modern, commercial approach to building and scaling luxury lifestyle brands today?**

Growing up in the K.NATHA family taught me that art and culture are not passive; they are profound vehicles for storytelling. I



learned very early how to read visual narratives, colours, and textures, and to understand that every authentic creation carries a distinct identity.

However, it also showed me the vital necessity of commercialisation. Pure creativity without structure remains a well-kept secret. It shaped my modern approach by ensuring that I treat luxury lifestyle brands as living heritage products. I don't just look at the aesthetics; I look at the narrative equity. My upbringing allows me to preserve the soulful, authentic core of a creative brand while wrapping it in a rigorous, tech-driven commercial framework that makes it scalable on the global stage.

### **When African women attempt to scale their businesses into international territories, what is the most common blind spot they encounter regarding international brand positioning?**

The most common blind spot is assuming that local market validation automatically translates to international market readiness without structural adaptation. A brand narrative that resonates deeply in Lagos or Nairobi might require a completely different positioning strategy in London or New York.

Many female founders fail to adjust their pricing structures, packaging aesthetics, or digital touchpoints to meet the specific expectations of global consumers. International positioning requires a deep understanding of cross-border consumer psychology, global regulatory compliance, and a seamless digital footprint. It's not about changing the essence of the brand; it's about translating that essence into a global premium language.

### **How does your corporate experience as a communications architect influence how you handle community disputes, public advocacy, and grassroots stakeholder management?**

My civic role as the General Secretary of Lekki Phase 1 is my way of giving back to society, and it is where my corporate communication expertise truly meets the pavement. In corporate PR, you learn that crisis management requires empathy, radical transparency, and data-driven conflict resolution.

When handling community disputes or grassroots stakeholder management, I apply those exact same corporate frameworks. You cannot manage a community through top-down mandates; you manage it through stakeholder alignment. I listen to grievances, identify the core issues, map out mutually beneficial solutions, and communicate transparently. My corporate training ensures that we run community advocacy with structural discipline, treating residents as valued stakeholders in a shared ecosystem.

### **You have spent over two decades building reputations for corporate entities, tech startups, government bodies, and designers. When you look at the current landscape of emerging public relations practitioners in West Africa, what critical skill are they missing that the next generation must master to remain competitive?**

The next generation must master Data Analytics and Tech-Immersive Strategy. Many emerging practitioners are still overly focused on public relations as purely media relations or content creation. Writing a good press release or managing a social media page is no longer enough to remain competitive.

With Artificial Intelligence rapidly taking over predictive analysis, media tracking, and basic content generation, the next generation of communicators must become high-level data interpreters. They need to understand how to read consumer data, measure digital sentiment, and integrate emerging technologies like AI and virtual environments into their communication models. They must shift from being tactical executioners to becoming data-driven business strategists.



## HOW CONVERSATIONS WITH KENNI IS COUNTERING NIGERIA'S 'OLODO UPRISING'



**T**hrough Conversations With Kenni, media entrepreneur, visibility strategist and journalist Kehinde Ajose is building a platform dedicated to educating, empowering and entertaining audiences in an era increasingly dominated by sensationalism and short-form content.

In an age where attention has become one of the world's most valuable currencies, the battle for the minds of young Nigerians is no longer taking place in classrooms alone. It is happening on smartphones, social media feeds, podcasts and digital platforms that increasingly shape opinions, aspirations and values.

Yet as the competition for attention intensifies, concerns are growing over the quality of content dominating the country's media landscape. From

sensationalism and controversy-driven narratives to the glorification of superficial success, many observers believe meaningful conversations are gradually being crowded out of the public square.

Those concerns recently found expression in the comments of rapper YCee, who warned about what he described as an "Olodo uprising" in Nigeria—a trend he believes reflects a declining appreciation for education, critical thinking and intellectual development.

While his remarks sparked debate, they also highlighted an important question: At a time when ignorance appears to be gaining cultural currency, who is creating content that encourages learning, reflection and personal growth?



For Kehinde Ajose, a media entrepreneur, visibility strategist and journalist, the answer lies in intentional storytelling.

Through Conversations With Kenni, Ajose is building a platform designed not just to entertain audiences, but to educate, empower and inspire them through meaningful conversations with accomplished individuals from different walks of life.

Built on the pillars of educating, empowering and entertaining, Conversations With Kenni has steadily grown into a platform where entertainers, entrepreneurs, faith leaders, creatives and professionals share insights capable of shaping careers, transforming mindsets and inspiring personal growth.

According to Ajose, the vision behind the platform extends beyond celebrity interviews and viral moments.

“Conversations With Kenni was born out of the belief that media should do more than entertain. We wanted to create a platform that educates, empowers and entertains while helping people learn from the experiences of others. Every guest has a story, and every story contains lessons that can inspire someone else,” he said.

Since its relaunch, the podcast has hosted a diverse range of personalities including GT Da Guitarman, Diva Gold, Tierny Olalere, Noah Afeoluwape, K-Solo, Grand Tycoon, Omotola Slasha, Mojisola Adebajo, Minister OBA and several other notable figures from the worlds of entertainment, business, faith and entrepreneurship.

Unlike many interview platforms that focus solely on achievements or trending topics, Conversations With Kenni explores themes such as leadership, purpose, faith, entrepreneurship, relationships, visibility, resilience, creativity and personal development. Guests are encouraged to discuss not only their successes but also the failures, sacrifices and lessons that shaped their journeys.

The result is a growing archive of conversations that offer practical wisdom to viewers seeking guidance in their careers, businesses, relationships and personal lives.

Ajose believes the popularity of such conversations reflects a growing demand for content that adds value.

“There is a growing appetite for wholesome content in Nigeria. People are tired of seeing the same controversies and distractions. They want conversations around purpose, leadership, relationships, business, faith and personal growth. That is the gap we are intentionally filling through Conversations With Kenni,” he said.

That commitment to substance has produced several memorable moments. Minister OBA recently encouraged creatives and ministers to embrace authenticity rather than imitate others in pursuit of success. Mojisola Adebajo shared perspectives on relationships and modern womanhood, while other guests have offered lessons on visibility, leadership, self-worth, financial independence and navigating life’s uncertainties.



These conversations underscore an important reality: audiences are not merely looking for entertainment. They are increasingly seeking content that informs, inspires and equips them with tools for personal and professional growth.

This is particularly significant at a time when concerns are mounting about the quality of information shaping public consciousness. As digital platforms continue to reward outrage, controversy and instant gratification, initiatives that encourage reflection, learning and critical thinking are becoming increasingly valuable.

For Ajose, media practitioners must recognise their responsibility in influencing culture and shaping aspirations.

“When influential voices raise concerns about declining critical thinking and the quality of content shaping young minds, media platforms have a responsibility to be part of the solution. We may not change the entire ecosystem overnight, but we can consistently amplify conversations that encourage learning, reflection and personal development,” he said.

Beyond its content strategy, Conversations With Kenni is also benefiting from a growing commitment to production quality.

The podcast is produced by Beejayz Studios, while post-production and editing are handled by Olajide Ajose of JAP (Jide Ajose Productions), helping to ensure that each episode is delivered with the professionalism and quality expected by today’s digital audiences.

The rise of Conversations With Kenni suggests that wholesome content still has a place in Nigeria’s media ecosystem. More importantly, it demonstrates that meaningful conversations can be engaging, relatable and impactful without relying on sensationalism.

As debates continue about the future of education, culture and media consumption in Nigeria, platforms like Conversations With Kenni are showing that there is an audience eager for stories that inspire growth, encourage critical thinking and promote positive change.

In a digital economy where attention is increasingly fragmented and influence is often measured by virality, Conversations With Kenni is making a different bet: that meaningful conversations still matter, and that the future belongs not only to those who capture attention, but to those who use it to create value.

# BEYOND PUBLICITY: HOW TOFUNMI AKINSEYE BUILT THE COMMUNICATIONS STRATEGY BEHIND TAEF'S GLOBAL POSITIONING





Africa's entrepreneurial ecosystem is filled with innovators, founders, and businesses solving real problems.

However, according to communications strategist and founder of Savvy Media Africa, Tofunmi Akinseye, the continent's biggest challenge has not been a shortage of entrepreneurs but the absence of structures that connect talent, capital, markets, and opportunities.

Akinseye shared this perspective while reflecting on her experience as communications lead for the Afretrade Entrepreneurs Festival (TAEF), a platform designed to

bring together entrepreneurs, investors, policymakers, and business leaders to strengthen Africa's business environment.

Tofunmi Akinseye is a magazine publisher, PR specialist, and founder of Savvy Media Africa, with a strong focus on telling African stories and positioning brands for greater visibility.

As the Founder and Publisher of Savvy Magazine, she has curated 17 editions, creating a platform that celebrates African excellence across entertainment, lifestyle, business, and culture.

In the communications space, she has led high impact campaigns for global productions including Black Panther and Avatar, while working with brands such as MTN and Filmhouse Cinema.

Her work has earned her recognitions including the UN Most Influential People of African Descent, Class 2024 (Media & Culture category), PR Personality of the Year at the African Women Awards, and the Africa Under 40 CEOs Award. Under her leadership, Savvy Media Africa was named Young Agency of the Year at the Edge Awards.

According to Akinseye, TAEF was created to address a fundamental gap within Africa's business environment.

"Africa has never lacked entrepreneurs. What it has lacked is infrastructure, the kind that connects the right people to the right opportunities at the right time. When I looked at the landscape, I saw brilliant founders building in isolation, investors looking for deal flow with no structured entry point, and diaspora capital sitting on the sidelines simply because the bridge didn't exist."

"TAEF was conceived to be that bridge. Not just another conference, but a living ecosystem where trade, talent, trust, and training converge in one space."

Akinseye explained that one of the biggest lessons from working on the project was the importance of changing perceptions about African expertise.

"What struck me most when I came on board was that Dr. Charly and the Afretrade team had built something genuinely laudable, a bold, well structured initiative with real substance."

"But there was a deeper issue I observed that went beyond communications. Dr. Charly was coming from California, having coordinated events across different continents, and one of her real concerns coming into Nigeria was whether she would find the right strategic partners, for the event, for communications, for every critical aspect of the festival, who could match the global standard she was working to."

For Akinseye, that moment represented a larger conversation about how African professionals are perceived globally. "And I think that is one of the most important gaps TAEF and projects like it have the power to close. Not just connecting entrepreneurs to markets, but changing the narrative about what Nigerian professionals are capable of."

When we began working together and she saw the quality of thinking, the strategy, and the execution we brought to the table, that confidence shifted.”

## Visibility, Credibility and Business Growth

Speaking on the relationship between visibility and business growth, Akinseye believes many entrepreneurs focus on being seen without paying enough attention to credibility.

“Working on Afretrade reinforced something I’ve always believed, visibility without credibility is noise. You can put someone in front of a crowd, but if the story isn’t anchored in substance, it doesn’t convert.”

“What TAEF taught me is that the most powerful visibility is earned through association. When your name sits alongside Chief Obasanjo, Prince Abimbola Olashore, Toks Omishakin, and leaders of that calibre, the market makes an instant credibility judgment.”

She noted that the challenge extends beyond business visibility to how African professionals are evaluated.

“Charly arrived with a genuine question mark about whether she would find strategic partners locally who could execute at a global standard. That is the visibility problem in its most personal form, not just whether your product is seen, but whether you as a professional are taken seriously before you even walk into the room.”

For Akinseye, projects like TAEF demonstrate that the expertise required for global level execution already exists within Africa.

“What this project proved is that the talent is here. The systems and the structure are what we must continue to build.”

## Building a Strategic Communications Framework

As communications lead, Akinseye said one of the biggest challenges was creating a comprehensive strategy within a short timeframe.

“We came on board about three to four weeks before the festival, which meant we had a very compressed window to understand the full scope of the project, identify the gaps, and build a bespoke communications strategy from scratch.”

“We developed a comprehensive strategy document that covered pre-event, during, and post event communications, a holistic guide that the entire team worked from throughout the festival. That document became our north star.”

She explained that the complexity of TAEF required a tailored communications approach.

“There were so many components, keynotes, masterclasses, a gala dinner, media engagements, partner activations, delegate management, and each one had its own identity and its own target audience. Communications could not be one size fits all.”

“We had to unpack every component, define who it was speaking to, and ensure the messaging was tailored accordingly while still sitting cohesively under the TAEF umbrella.”

## Creating Lasting Value Beyond Events

With several business platforms emerging across Africa, Akinseye believes longevity depends on what happens after the event ends.

“Three things: community, continuity, and conversion. Any event can fill a room for a day.”

“What separates the ones that last is whether they build a community that stays connected after the lights go off, whether there is a clear roadmap that makes this year’s edition a foundation and not a finale, and whether the conversations in the room actually convert into deals, partnerships, and action.”

She described TAEF as more than an annual gathering. “The festival is the moment, but Afretrade as a platform is the movement.”



## Measuring Real Impact

For Akinseye, impact goes beyond publicity numbers. “I measure impact by behaviour change. Did an entrepreneur in that room make a decision they wouldn’t have made before? Did an investor place a call they weren’t planning to make? Did a young person watching our content online start building something?”

“Media coverage tells you how loud the message was. Behaviour tells you how deep it landed.” She added that successful communications begins with authenticity.

“When the event owner delivers on their promise, it makes the communications real. It gives us something authentic to amplify.”

The campaign’s performance reflected that approach, with Brand24 monitoring reports showing over 465,000 reach across 31 days, 183 mentions, zero negative mentions, 161 pieces of user generated content, and \$65,000 in earned media value.

“That doesn’t happen by accident. It happens when the event owner delivers on their promise and the communications strategy is built to amplify authenticity rather than manufacture noise.”

## The Future of PR

Having expanded Savvy Media Africa from entertainment communications into corporate storytelling, Akinseye believes the future of PR is changing.

“Afretrade reminded me that the future of PR is not about press releases. It is about positioning. The most powerful communications work today sits at the intersection of strategy, storytelling, and business development.”

She believes organisations must begin to see communications as a strategic business function. “The communications function should never be an afterthought for any serious organisation. When we arrived, the bones of something extraordinary were already there. Our job was to give it the language, the structure, and the visibility it deserved.”

“That shift, from publicist to strategic architect, is where I see Savvy Media Africa going. And Afretrade, in many ways, was the project that accelerated that evolution.”

As Africa competes for global relevance, Akinseye argues that the next advantage will not come from discovering talent, but from building the systems that allow talent to scale.

The continent does not need to prove that capability exists; it needs stronger structures that convert capability into influence, investment, and sustainable growth.



# IDARA MICHAEL CO-CHAIRS JCI SOUTHERN CONFERENCE, URGES YOUTH-LED NATIONAL TRANSFORMATION



In a convergence of vision and leadership, over 400 delegates from across Nigeria and beyond gathered recently in Delta State for the JCI Nigeria 2026 Southern Conference, themed “Empowering Young Leaders as a Catalyst for Sustainable National Development.”

At the helm of this landmark event was Ambassador Idara Michael, Executive Vice President (South-West), who served as Co-Chair of the conference.

The conference, tagged “Waffi 2026”, was graced by notable leaders including the National President of JCI Nigeria, JCI International Vice President (Africa & Middle East) JCIIN Samuel Takudzwa Nehumba

from Zimbabwe, members of the JCI Nigeria Executive Board, Southern Area Team Members, and representatives from the JCI Nigeria Senate Association.

The opening ceremony was a vibrant spectacle of culture and unity. Delegates adorned themselves in traditional Urhobo attire, creating a colorful and immersive experience that celebrated the rich heritage of Warri.

In their joint address, the conference Chairpersons captured the resilient spirit of the host city, echoing the popular phrase: “Warri no dey carry last.”

“Leadership must be purpose-driven, not position-driven,” Ambassador Idara declared.



The conference featured a high-level panel session on “Diversifying Nigeria’s Fiscal Policy Beyond Oil and Gas,” featuring seasoned professionals including Edirin Alex Ijeoma. Delegates were equipped with practical knowledge on Nigeria’s economic structure, exploring opportunities for diversification and innovation.

Beyond learning, delegates experienced the social and recreational side of Warri with a visit to Boloweis Beach Resort, where activities included boat cruises, recreational games, and networking sessions.

“Sustainable development is built through innovation, integrity, and collaboration. Young leaders must shift from competition to partnership and community impact. True leadership is anchored on a clear sense of purpose, which drives long-term solutions beyond personal gain.”

The Closing Ceremony and Awards Night celebrated excellence across local organizations, with outstanding members recognized for their impactful contributions to communities across Nigeria.

# WHY GOVERNANCE MATTERS EARLIER THAN FOUNDERS THINK

ANNETTE BEGG ONYEMA



**M**ention governance in a room full of founders, and many will immediately think of large corporations, formal board meetings, compliance requirements, and lengthy reports.

For many entrepreneurs, governance feels like something reserved for later, something to consider after raising capital, hiring executives, or reaching a certain size. In reality, governance matters much earlier than most founders think.

In fact, some of the most important governance decisions are made long before a company has a boardroom, external investors, or hundreds of employees.

This is because governance is not primarily about paperwork or process. It is about how decisions are made.

And businesses rise or fall based on the quality of their decisions.

### ***Governance Is Not Just for Large Companies***

One of the biggest misconceptions surrounding governance is that it is only relevant for large organisations. Many founders assume that because they are still building, moving quickly, and managing day-to-day operations, governance can wait.

But governance is not something that suddenly appears when a business becomes successful. It is often one of the reasons a business becomes successful.

At its core, governance creates clarity. It establishes who is responsible for what, how important decisions are made, and how accountability is maintained as a business grows. Whether a company has five employees or five hundred, these questions matter. The earlier they are addressed, the stronger the foundation becomes.

### ***The Hidden Cost of Weak Governance***

Many businesses do not fail because of a lack of ambition. They fail because too much depends on one person. The founder becomes the chief executive, head of sales, head of finance, strategist, problem-solver, and final decision-maker all at once.

Initially, this may feel efficient. Over time, it becomes a bottleneck. Decisions slow down. Teams become dependent. Accountability becomes unclear. Growth becomes difficult to sustain. This is often where governance begins, not with a board meeting, but with recognising that no business should rely entirely on one individual.

### ***Governance Creates Accountability***

One of the most valuable outcomes of governance is accountability.

Not accountability in the punitive sense, but accountability that creates discipline. When responsibilities are clearly defined, performance can be measured. When financial reporting becomes routine, risks become visible earlier. When businesses create structures for oversight and challenge, decision-making improves.

Good governance helps businesses identify problems before they become crises.

It creates an environment where important questions are asked, assumptions are challenged, and decisions are made with greater clarity.

### ***Governance Creates Freedom, Not Restriction***

Many founders worry that governance will slow them down. They fear additional processes, external oversight, or losing flexibility.

In reality, effective governance often creates the opposite outcome.

It reduces confusion.

It reduces dependency on the founder.

It reduces the need for constant firefighting.

Strong governance allows founders to focus on the future because the business is not dependent on their involvement in every decision.

In this sense, governance is not a constraint. It is an enabler.

Before Becoming Investment-Ready, Become Governance-Ready, Much of the conversation around entrepreneurship today focuses on becoming investment-ready.

Founders are encouraged to prepare pitch decks, improve financial models, and pursue fundraising opportunities.

### ***These are important steps.***

But before businesses become investment-ready, they should become governance-ready.

Investors are not simply evaluating products or revenue growth.

They are evaluating decision-making. They are assessing whether a business has the structures required to manage growth, navigate challenges, and create long-term value.

Governance provides confidence, not only for investors, but for employees, customers, partners, and founders themselves.

### ***Building Businesses That Endure***

Great businesses are not built on talent alone.

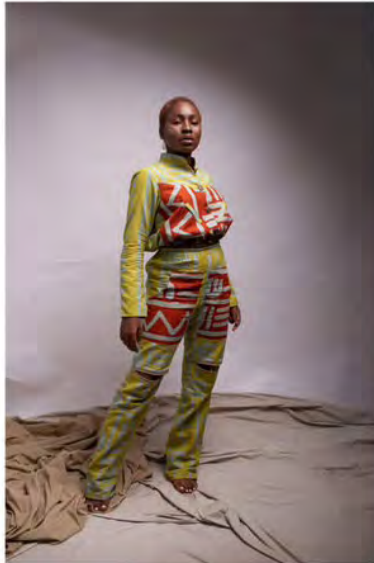
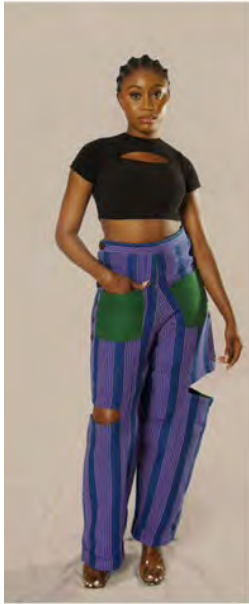
They are not built on capital alone. And they are certainly not built on founders carrying every responsibility themselves.

The businesses that endure are built on systems that allow good decisions to be made consistently over time. That is the essence of governance, and for many founders, the best time to start thinking about it is not later. It is now.

Annette Begg Onyema is Founder and CEO of Idia Africa, leading Idia Ego and Idia Legacy to support high-growth African consumer businesses. She has extensive experience in capital raising and investment across institutions like the African Development Bank and Morgan Stanley. She also serves as a director at KOCE Enterprises and a Global Council Member at the Smithsonian.

# FASHION, COMMUNITY AND GROWTH: THE MISSING LINK IN MANY NIGERIAN BRANDS' SUCCESS

CHINONYE ISIDIENU



In Nigeria's fashion industry, success is often measured by sales, social media followers, or the popularity of a new collection. Yet as competition intensifies, many brands are discovering that growth depends on something less visible: Community.

Beyond creating beautiful clothes, the brands that endure are often those that cultivate a loyal audience one that identifies with their story, values, and culture. For many fashion businesses, this sense of belonging may be the missing link between short-term visibility and long-term success.

Community is often invisible when things are going well. It only becomes noticeable when it's absent. By the time many fashion brands realize they lack a loyal community, growth has stalled, customer attention has shifted elsewhere, and rebuilding those relationships requires twice the effort it would have taken to build them from the start. It is not a growth hack; it's a business asset. And like most assets, its value is most apparent when it's missing.

Followers, Customers and Community Are Not the Same Thing, Many Nigerian fashion brands confuse these three, but they are very different.

A follower is someone who likes your page and moves on. They may never engage again, which makes followers more of a surface level metric than real value.

A customer is someone who buys from you. That matters, but if they never return, they are just a one time transaction.

A community is the real asset. These are people who feel connected to your brand. They support you, talk about you, return for every collection, and grow with you. Most brands chase followers and sales, but the real growth comes from building a community.

## Why Products Often Take Priority

For emerging fashion entrepreneurs, focusing on products feels like the most logical path to growth. Designing new collections, improving quality, and securing visibility are tangible activities with immediate results. Community building, on the other hand, can feel less urgent. It does not always produce instant sales, and its impact is harder to measure in the short term.

As a result, many brands invest heavily in creating products while neglecting the people who buy them. This approach can create a fragile business model. A customer may purchase a dress because it looks good, but if there is no emotional connection to the brand, there is little reason for them to return when another designer offers a similar product. In an increasingly crowded market, products can be copied. Relationships are far more difficult to replicate.



## The Power of Community

Community transforms customers into advocates. A customer who feels connected to a brand is more likely to make repeat purchases, recommend the brand to friends, engage with its content online, and support it during challenging periods. They become invested in the brand's journey. This sense of belonging creates a competitive advantage that extends beyond clothing.

Customers begin to identify with the values, culture, and story the brand represents. The strongest fashion communities are built through consistent engagement. They are nurtured through conversations, customer appreciation, transparency, and experiences that make people feel included rather than simply marketed to. When customers feel seen and valued, loyalty becomes a natural outcome.

## The Role of Storytelling and Social Media

Social media has changed the relationship between brands and consumers. Today's customers want more than polished campaign images. They want access to the people, ideas, and stories behind the products they buy. They want to understand a brand's inspiration, values, challenges, and creative process.

This is where storytelling becomes a powerful growth tool. Brands that share authentic stories often create deeper emotional connections with their audiences. Whether it is showcasing the craftsmanship behind a collection, highlighting cultural influences, or sharing the founder's journey, storytelling helps transform a fashion label into something consumers can relate to.

Platforms such as Instagram and TikTok have made this process easier by allowing brands to communicate directly with their audiences in real time. Behind the scenes content,

customer testimonials, creator collaborations, and interactive conversations help foster a sense of community that extends beyond transactions.

## Nigerian Brands Building More Than Fashion

Several Nigerian fashion brands have demonstrated the value of cultivating strong brand identities and loyal audiences. Brands such as Orange Culture, Maki Oh, and Lisa Folawiyo have built recognition not only through their designs but also through distinctive narratives and cultural relevance. Their audiences engage with what the brands represent as much as with the products themselves.

These brands understand that fashion is not simply about what people wear. It is also about identity, culture, and belonging. Their success highlights an important lesson: customers are more likely to remain loyal when they feel connected to a brand's story and purpose.

## Lessons for Emerging Designers

For emerging fashion entrepreneurs, the message is clear: do not wait until growth slows to start building a community. Community should not be treated as an afterthought or a response to a crisis. It should be considered a core part of a brand's growth strategy from the beginning.

This means listening to customers, encouraging meaningful engagement, investing in storytelling, and creating experiences that make people feel part of something larger than a transaction.

The brands that thrive in the future may not necessarily be those with the biggest marketing budgets or the most collections. They may be the ones that successfully turn customers into communities. In fashion, products may attract attention. Community is what sustains growth.

# WHAT I PACK FOR A BUSINESS WORK TRIP: PRACTICAL STYLE, FUNCTION AND PREPARATION

CHINONYE ISIDIENU



**B**usiness work trips often look simple from the outside just travel, meetings, and a few scheduled visits. But in reality, they require a lot of planning, especially around what you wear and how you present yourself throughout the trip. Every outfit has a purpose: to be practical, professional, and appropriate for different settings that can change quickly from formal meetings to fieldwork or long hours of movement. This is where preparation becomes just as important as the trip itself.

## The 3-3-3 Rule

A simple approach is the 3-3-3 rule: 3 tops, 3 bottoms, and 3 pairs of shoes. When chosen

correctly, these pieces can be mixed to create multiple outfits suitable for meetings, travel days, and informal work settings. It keeps your suitcase light while still giving you variety throughout the trip.

## Fabric Choice Matters

What you pack is just as important as what it looks like. Wrinkle-resistant fabrics such as polyester blends, nylon, or merino wool are ideal for travel. They hold structure well, require less maintenance, and help you maintain a neat appearance from departure to your last meeting.



## The Travel Layer Strategy

One of the most practical packing decisions is what you wear to travel. Bulky or structured items like blazers, coats, or jackets should be worn on the flight instead of packed. This saves luggage space and also prevents important pieces from getting creased or damaged.

## Day-to-Night Versatility

Business trips often move quickly from daytime meetings to evening engagements. That is why versatility is key. Dark, well-fitted trousers, clean shirts, or simple dresses can easily shift between settings. Adding or removing a blazer, knitwear, or accessories can change the tone of an outfit without needing a full change.

## A Simple Colour System

A neutral colour palette makes everything easier. Shades like black, white, navy, grey, and beige allow effortless mixing and matching.

It also creates a consistent, polished look throughout the trip, no matter how many times you repeat pieces.

## Footwear Planning

Shoes should be selected with function first. A business trip usually requires at least one comfortable walking pair, one formal option, and one versatile pair that can move between both settings. The right shoes reduce fatigue and support long, demanding days.

## Accessories and Finishing Touches

Accessories should remain minimal and intentional. A structured bag, a watch, and subtle jewelry are usually enough. The focus is not on decoration but on maintaining a clean, professional appearance that works across different environments.

When your wardrobe is intentional, you spend less time thinking about what to wear and more time focusing on the work itself. That is the real goal: to be prepared, adaptable, and consistently presentable in every setting.

# 7 WAYS TO TELL IF THE FISH YOU ARE BUYING IS FRESH

ESTHER EMOEKPERE



**Y**ou are at the market, and the seller lifts a croaker from the basin and holds it up. It looks fine to you, and everyone around seems to be buying from the same stall. So you pay for it and head home, confident that you have picked up a fresh fish.

But looks can be deceiving. A fish can appear perfectly fine on the surface and still be past its best. Knowing how to spot the signs of freshness can save you from wasting money, ruining a meal, or even risking foodborne illness.

The next time you are shopping for fish, here are seven simple ways to tell whether what you are buying is truly fresh.

## Check the eyes

One of the easiest ways to judge a fish's freshness is by looking at its eyes. Fresh fish typically have bright, clear, and slightly bulging eyes. They should look moist rather than dry. If the eyes appear cloudy, sunken, or dull, the fish has likely been sitting around for a while. While this alone may not tell the whole story, it is often one of the first signs that a fish is no longer at its freshest.

## Look at the gills

The gills can tell you a lot about the condition of a fish. Lift the gill cover if possible and inspect the colour underneath. Fresh fish usually have bright red or pink gills that appear moist and clean. As fish ages, the gills become darker, turning brown, grey, or even greenish. They may also become sticky. If the gills look faded or discoloured, it is best to move on to another fish.

## Press the flesh

A quick touch test can reveal a lot. Gently press the fish with your finger, preferably around the thickest part of the body. Fresh fish should feel firm and spring back almost immediately after being pressed. If your finger leaves a dent that remains visible, the flesh is beginning to break down. Soft, mushy flesh is a strong indication that the fish is no longer fresh.

## Trust your nose

Many people assume that fish should smell strongly fishy, but that is not actually the case. Fresh fish has a mild scent that is often compared to clean water or the ocean. The smell should not be overwhelming. If the fish has a sour, ammonia-like, or intensely fishy odour, that is a sign that it has started to spoil. When in doubt, trust your nose. It is often one of the most reliable indicators of freshness.

## Examine the skin

The skin of a fresh fish should have a natural shine and appear moist. Depending on the species, the colours should still look vibrant and well-defined. Dull, dry, or faded skin can indicate that the fish has been stored for too long. While some fish naturally have less colourful skin than others, they should never look lifeless or dehydrated.

## Check whether the scales are firmly attached

Scales can provide another clue about freshness. On a fresh fish, the scales should be intact and firmly attached to the skin. If scales are falling off easily with minimal handling, it may indicate that the fish is aging or has been handled poorly. Missing scales in a few spots are not always a problem, especially during transportation, but widespread scale loss should make you cautious.

### Watch out for sliminess and discoloration

A thin, clear coating on fish skin is normal, but excessive slime is not. Fresh fish should not feel sticky or coated in thick mucus. You should also pay attention to the colour of the flesh. Bruising, dark patches, yellowing, or unusual spots can all be signs that the fish is no longer in good condition. The flesh should look clean, even in colour, and free from obvious damage.

# TOP 10 BEST CITIES IN THE WORLD FOR SOLO TRAVELLERS

CHISOM MICHAEL



**A** new ranking by tour-booking platform GuruWalk has identified the cities that attract the highest proportion of solo travellers, highlighting destinations where people are choosing to explore on their own.

According to the company, the ranking is based on bookings made over the last 12 months across its network of destinations. GuruWalk analysed its 150 most popular cities and determined which locations welcomed the largest share of travellers booking alone.

Solo travel has become an increasingly common way for people to experience new cultures, meet other travellers and explore destinations at their own pace. Many travellers say travelling alone gives them more flexibility, freedom and opportunities to connect with local communities.

The latest ranking spans North America, South America, Asia and Europe, showing the global appeal of independent travel.

## 1. Toronto, Canada

Toronto tops the ranking as the city with the highest proportion of solo travellers among GuruWalk users.

As Canada's largest city, Toronto offers visitors a mix of cultural attractions, museums, neighbourhoods and public spaces. Travellers can explore areas such as Kensington Market, Distillery District and Harbourfront while using the city's public transport system to move around.

The city also hosts festivals and events throughout the year, providing opportunities for visitors to engage with local culture.

## 2. Santa Ana, El Salvador

Santa Ana takes second place on the list.

Located in western El Salvador, the city serves as a gateway to several natural and historical sites. Visitors often use Santa Ana as a base for exploring nearby volcanoes, lakes and archaeological locations.

Its position in the ranking suggests growing interest among travellers seeking destinations beyond traditional tourism hubs.

## 3. São Paulo, Brazil

Brazil's largest city ranks third among destinations attracting solo travellers.

São Paulo is known for its museums, cultural institutions, markets and food scene. The city is also a centre for business and commerce, drawing visitors from different parts of the world.

Its extensive transport network and range of activities make it a destination where travellers can spend several days exploring different districts.

## 4. Taipei, Taiwan

Taipei secures fourth place in the ranking.

The Taiwanese capital combines historical landmarks with modern infrastructure. Visitors can explore temples, museums, parks and night markets while experiencing the city's public transport system.

Taipei has become a frequent stop for travellers exploring East Asia.

## 5. Kuala Lumpur, Malaysia

Kuala Lumpur ranks fifth on the list.

The Malaysian capital is known for its mix of cultures, cuisines and architectural landmarks. Travellers can visit markets, religious sites and shopping districts while exploring different parts of the city.

Its position in Southeast Asia also makes it a common transit point for regional travel.

## 6. La Paz, Bolivia

La Paz takes sixth place.

Situated high in the Andes, the Bolivian capital attracts travellers interested in history, culture and mountain

landscapes. The city serves as an entry point to several destinations across Bolivia.

Its cable car system has become one of its most recognised transport features.

## 7. Hong Kong

Hong Kong ranks seventh among the destinations most favoured by solo travellers.

The city offers a combination of urban districts, hiking trails, markets and waterfront attractions. Visitors can experience both modern developments and longstanding cultural traditions within a relatively compact area.

Its transport network allows travellers to navigate the city with ease.

## 8. Skopje, North Macedonia

Skopje claims eighth position in the ranking.

As the capital of North Macedonia, the city features historical landmarks, museums and public squares. It has increasingly attracted visitors looking to explore parts of Southeast Europe that receive fewer international tourists than some neighbouring destinations.

## 9. Singapore

Singapore places ninth on GuruWalk's list.

The city-state is known for its transport infrastructure, public spaces, cultural districts and food centres. Travellers can visit attractions ranging from heritage neighbourhoods to waterfront developments.

Its status as a regional aviation hub also contributes to its popularity among international visitors.

## 10. Belgrade, Serbia

Belgrade rounds out the top 10.

Serbia's capital sits at the confluence of the Danube and Sava rivers and has a long history shaped by different periods and influences. Visitors can explore historical sites, museums and riverside areas while learning about the city's past.

The ranking highlights Belgrade's growing presence on the travel map for independent explorers.

# INTERNATIONAL EDUCATION MOBILITY KEY TO NIGERIA'S GROWTH, FRENCH ENVOY SAYS

... as Nigeria's students in France increase by 283 percent

CHARLES OGWO



**E**ducation mobility holds immense potential to drive Nigeria's economic growth by equipping young people with global skills, knowledge, and networks, the French Ambassador to Nigeria has said.

According to Marc Fonbaustier, the French envoy, deeper collaboration between Nigerian and international educational institutions can spur innovation, enhance workforce readiness, and contribute to the country's long-term development goals.

"I just encourage Nigerian sons and daughters, your brothers, sisters, and everybody to travel and gain an experience abroad in a foreign country.

"It helps you to have a flexible mindset, to be adaptable, to be more creative, to look at foreigners as a source of inspiration. International mobility is probably the key for the future of your country," he said.

Fonbaustier, speaking at the Lagos Business School forum recently, revealed that the number of Nigerian students in France has increased by 283 percent, which he described as good development.

He emphasised that Nigeria, and Africa as a whole is so much talent, but sometimes needs a bit of help.

"To scale up the priority, I think it should be expanding international mobility," he said.

In 2023, Nigeria recorded an estimated 142,000 students studying abroad in 21 major destinations. According to the UNESCO Higher Education Global Trends Report, this accounts for five percent of the global outbound student population, ranking Nigeria third globally behind only China and India.



The surge trend continued in 2024 with an estimated 150,000 to over 200,000 students pursuing higher education abroad. Nigeria ranked fourth in the UK study visas as at September 2025, with 36,839 granted admission.

The trend of Nigerian students' international education mobility continues to rise, even at the high school level. Some weeks ago, the British Council and Cambridge International Education presented 156 awards to outstanding learners and schools across the country.

Donna McGowan, British Council Nigeria country director, highlighted the fact that the Cambridge examination is a window to international education to the successful students.

Experts argue that international education mobility will help Nigeria bridge domestic capacity gaps by alleviating admissions bottlenecks and modernising local tertiary systems through global knowledge transfer.

It equips graduates with competitive, cross-cultural skills and creates vital diaspora networks that drive economic innovation, foreign remittances, and institutional reform back home.

According to World Education News+Revision, Nigeria will be one of the most important recruitment markets for international students in the next few decades.

"It is projected to become the world's third most populous country by 2050 with about 377 million people, 53 percent of whom will be under the age of 25."

This is much so because the Nigerian state cannot accommodate the country's exploding demand for higher education, and this will be true for the

foreseeable future.

The number of university students in the country has roughly tripled to about 2.2 million over the past two decades, a massive spike. But the number of high school students simultaneously grew at a much faster pace, to about 6 million, which means that the university system is stretched beyond its capacity to absorb overall demand.

For instance, in the 2025 UTME, a total of 2,007,312 candidates applied for admission across Nigerian tertiary institutions; out of this number, 998,268 applicants were not given admission.

Nigerians need a flexible mindset now more than ever in the face of terrorism, food insecurity, and a toxic political ecosystem, where citizens are torn along religious and tribal lines.

Nigeria faces an unprecedented hunger crisis driven by persistent conflict, climate shocks, massive displacement, soaring inflation, and systemic collapse of local food systems.

Nearly 35 million individuals face acute food insecurity, with vulnerable women and children bearing the heaviest burden of malnutrition across the nation.

Nigerian institutions cannot afford shy away from international collaborations in a world that is characterised by rapid technological change, economic uncertainty, shifting workforce dynamics, and increasing global interconnectedness. Partnerships have become more important than ever.

Looking ahead, the envoy said sustained investment in international education partnerships and mobility programmes would be crucial to developing the talent and innovation needed for Nigeria's future.

He expressed confidence that deeper collaboration between Nigerian and French institutions would strengthen human capital development and support the country's long-term economic aspirations.



# STEM EDUCATORS PUSH FOR THINKING SKILLS, INNOVATIVE LEARNING IN NIGERIA

... as STEM Africa Fest returns for its sixth edition

CHARLES OGWO



Stakeholders in Science, Technology, Engineering, and Mathematics (STEM) education have advocated that Nigerian schools and policymakers should prioritise critical thinking, creativity, and innovation as essential competencies for the 21st century, rather than a rote-learning, cramming, and regurgitation approach.

They argued that strengthening these skills through modern teaching methods is key to improving learning outcomes and building a workforce capable of driving Nigeria's technological and economic development.

Jadesola Adedeji, co-organiser of STEM Africa Fest, disclosed this recently, saying that Nigeria needs to move away from rote learning, cramming, and regurgitating to a learning approach that really fosters experience and skills-building, sparking the innovation, creativity, and critical thinking needed in the 21st-century workplace.

"We just wanted our children in Nigeria to have that different experience of learning, being problem solvers, critical thinkers, and

analytical, not just consuming knowledge.

"We wanted to expose children to what is available outside of their classroom experiences. We believe that a lot of learning can take place outside the classroom," she said.

Similarly, Titit Adewusi, a co-organiser of STEM Africa Fest emphasised that the theme for the 2026 edition is "Building Future Innovators," which is geared towards exposing children aged seven to 15 to every area of what they can think about.

"We're giving the children the skills, and not just the technology; the skills are really the thinking, ability to use technology, ability to learn, and to solve problems.

"We've built this thing with the intentionality to change the way teaching and learning is done, enshrine inclusivity, and gender balance in learning, so that all children have equal access to the experiences," Adewusi said.

STEM Africa Fest, 2026 edition, holds on Saturday, July 18



at Landmark Centre, Lagos. Adedeji reiterated the festival's commitment to advancing STEM education and strengthening innovation capacity among children across Africa.

"STEM Africa Fest was created to respond to the growing need to make STEM education more accessible, practical, and engaging for children across Nigeria.

For too long, STEM learning has been perceived as abstract, overly technical, and disconnected from everyday experiences, which limits how early learners engage with it and see themselves in it," she said.

Besides, she explained that the idea is to design a platform that introduces children to STEM through immersive, hands-on experiences that reflect real-world applications.

"Over time, what began as a learning-focused initiative has evolved into a broader ecosystem-building platform that brings together educators, innovators, and partners committed to shaping the future of STEM education on the continent," she noted.

In addition, she said, "We see ourselves as ecosystem builders. This festival is not just an event; it is an advocacy platform aimed at making STEM education mainstream across Africa.

"Through it, we are also spotlighting the work of other stakeholders and partners within the ecosystem. Over the years, the value of this initiative has been reflected in the number of activities, collaborations, and projects that continue to emerge from the festival each year."

Adewusi noted, "From inception, our goal has been to make participation as accessible as possible, with targeted interventions to widen access for underserved communities.

Importantly, at least 20% of attendees participate at no cost, with transportation and feeding fully covered through our partners, enabling us to reach public schools, NGOs, and SOS villages."

As female founders, she said that they are particularly passionate about ensuring that girls are not just represented but empowered to thrive in STEM, helping to build a more diverse and inclusive pipeline of future innovators across Africa.

According to UNESCO, Sub-Saharan Africa continues to face a persistent shortage of skilled STEM professionals, driven largely by limited access to practical, hands-on science and technology education at early learning stages.

The region remains significantly underrepresented in global STEM talent pipelines, despite a rapidly growing youth population and increasing demand for digital and engineering skills in emerging economies.

In Nigeria, this gap is further reflected in the broader education-to-employment pipeline, where emphasis on theoretical learning continues to limit early exposure to applied innovation, coding, robotics, and engineering-based problem solving.

The 2026 festival will feature interactive STEM labs, robotics showcases, coding and game development challenges, AI and machine learning workshops, engineering and innovation labs, drone technology sessions, and science-based experiments.

Since its inception in 2021, STEM Africa Fest has grown into a leading platform for experiential learning, impacting over 25,000 children, students, parents, and educators across Nigeria and other African countries, including Ghana, Zambia, Rwanda, The Gambia, Kenya, and Sierra Leone. The festival continues to play a pivotal role in bridging the STEM skills gap by exposing young people to practical, immersive learning experiences.

The event is open to students, schools, educators, and families. Registration details and participation guidelines are available via official STEM Africa Fest communication channels and social media platforms.



# ART WRITING AS ACTIVISM IN AFRICA

## The Stories That Shape the Art

A painting can be destroyed. A sculpture can be looted, locked in a basement, or sold at auction to someone who will never show it publicly.

But the writing around that work—the essay that argued for its significance, the review that placed it in conversation with a broader movement, the interview where the artist explained what they were actually trying to do—that can survive for generations.

And in surviving, it shapes everything: which artists are studied, which movements are taught, which names appear in catalogues that future curators will cite without ever questioning where the story began.

This is not a minor point. Across Africa, where artistic production has been consistently misread, undervalued, or stripped of context by institutions claiming to celebrate it, writing is one of the few tools available that is cheap enough to be democratic and durable enough to matter. It doesn't require a gallery or a budget.

It requires someone who looks carefully, thinks seriously, and refuses to pretend that the dominant interpretation is the only one available.

In this digest, we explore how art writing across Africa has become one of the most consequential forms of cultural activism available—documenting what institutions overlook, challenging narratives that have gone unquestioned for too long, and ensuring that the stories surrounding African art are finally told on African terms.

## TOP PICKS FROM OUR COLLECTION



Title: Lost and Found  
Artist: Omoyeni Arogunmati  
Medium: Oil on canvas  
Dimensions: 10 x 15 in | 25 x 39 cm  
Available on Request



This digest is brought to you by Patrons MCAA. Think African art, think Patrons. Patrons is Africa's leading art advisory and dealership firm with deep expertise in African art, helping private and corporate art collectors diversify their wealth through art collection, appraisal, packaging & transportation, storage, insurance, maintenance, and restoration. Purchase or general inquiry? Reach out: [art@patronsmcaa.com](mailto:art@patronsmcaa.com).



Title: Little Bridesmaid  
 Artist: Emmanuel Dudu  
 Medium: Oil on canvas  
 Dimensions: 23 x 17 in | 58 x 43 cm  
 Available on Request



Title: Team Work  
 Artist: Lucky Isaiah  
 Medium: Acrylic on canvas  
 Dimensions: 33.5 x 24 in | 85 x 61 cm  
 Available on Request

## Beyond the Review

Publications like NKA: Journal of Contemporary African Art, Chimurenga, and Contemporary And (C&) didn't just comment on African art—they built much of the critical infrastructure that made serious discourse possible at all. Artthrob, based in South Africa, has documented that country's visual arts landscape with a rigour that no institutional archive currently matches. These publications are not observers. They are part of the ecosystem's architecture. When an exhibition closes, the catalogue outlasts it. When an artist's studio practice shifts, the interview that captured an earlier moment becomes irreplaceable testimony. Writing is, quietly, the most reliable memory African art has.

## Reclaiming the Narrative

For much of the twentieth century, the critical language applied to African art—even by sympathetic voices—positioned the continent

as raw material: a spiritual resource, formal inspiration, and useful backdrop for conversations happening elsewhere. The response has been deliberate and cumulative. Critics and scholars rooted in African intellectual traditions have spent decades building a different vocabulary, one that reads African art through local histories and lived realities rather than borrowed frameworks.

Institutions like RAW Material Company in Dakar and CCA Lagos understand that exhibitions and critical discourse are not separable activities. The restitution debate has sharpened this further—because the question of where objects belong is impossible to answer without also asking who gets to describe them.

## The Responsibility to Be Honest

There is a kind of arts writing that is indistinguishable from a press release—warm, uncritical, incapable of distinguishing between work that is significant and work that is merely well-marketed. It fills pages and changes nothing.

Serious criticism does something harder: it engages honestly with both achievement and limitation, asks uncomfortable questions of institutions, and holds the ecosystem accountable to its own stated values. That is not destructive. That is care.

## Independent Voices, Expanding the Conversation

The proliferation of newsletters, digital journals, and independent editorial platforms over the past decade has changed who gets to participate in African art discourse. Critical perspectives rooted in Nairobi, Accra, or Abidjan can now reach readers in São Paulo or Seoul without passing through a Western editorial layer. Writers working in French, Portuguese, or Swahili can build readerships without translating themselves into a language that flattens what they're trying to say.

These platforms carry their own responsibilities—freedom from institutional constraint can also mean freedom from rigour. But the best of them are expanding access to serious conversation in ways that mainstream media never managed.

## The Work of Remembering

Art movements survive not only because artists made remarkable work but because writers documented those moments with enough care that the record lasted. The critical gaps—underfunded arts journalism, disappearing archives, and under-represented African critics internationally—are real. But so is the response: collaborative networks, multilingual publishing, and formats that reach beyond traditional readerships without sacrificing seriousness. Which piece of writing about African art has stayed with you long after you finished reading it—and why?



## Keturah Ovio

Keturah Ovio is an Executive at Patrons Modern & Contemporary African Art. She is also an engineer and Founder of Dukka, a Fintech startup providing bookkeeping and payments solutions for small businesses. Keturah is passionate about African Art and has been collecting art since her early 20s. Now, she advises, curates, and manages collections for individuals and corporate organisations looking

to start or diversify their wealth management through art collecting. She strongly believes that a fine marriage exists between Art and Technology

# 6 SECRET INGREDIENTS FOR A PERFECT MARKETING STRATEGY

FEYISITAN IJIMAKINWA

In today's business, effective marketing strategies are crucial to expanding your customer base, increasing revenue, and expanding brand awareness. Certain mistakes are like unwanted spices in the marketing world - they often slip through many companies.

These blunders can deplete your budget quicker than a boy devouring a slice of birthday cake, leaving your ROI (return on investment) in the corner, upset about missing out on its share.

## ***Mistake #1: One-Size-Fits-All Approach - Unadapted Strategies***

Imagine if all your clients craved the same flavour. It would be like being stuck in at a restaurant where the chef is obsessed with serving only spaghetti - every. single. day. Talk about a culinary snooze fest.

Every brand is unique, accordingly, each marketing strategy should be tailored. How to avoid this monotonous trap? Get creative. Picture your target market as a vibrant salad bowl of diverse tastes: some like it hot (spicy), some have a sweet tooth, and others are all about the green. The key is to serve the right 'dish' to the right person.

**Tip #1:** Study your clients, their target groups, and preferences. Make your strategy uniquely tailored for each client. Do your homework well.

For a successful strategy, it's all about cutting down those 'oops' moments to a bare minimum. After all, who wants to be the chef who forgot the salt in a world that loves a little spice?

## ***Mistake #2: 'I'm the MasterChef' - All About you, yourself and you***

We all love a good story about how you became a culinary whiz, the maestro of the marketing world. But what about the palate of your audience? Focusing solely on your products and services, while ignoring what your audience wants to hear,

is like having a one-item menu in a restaurant. And guess what? Your guests (clients) might not be fans of that dish. It won't be long before they start looking for another "kitchen" that gets their taste buds dancing.

## ***Tip #2: Cook up content that caters to your target group's interests.***

If your audience craves practical tips on using your products or inspiring tales of people benefiting from your services, serve it up.

Don't be a marketing tyrant pushing only your specials. Create a 'menu' that satisfies all tastes, and in return, you'll earn loyalty, increased engagement, and a sparkling brand image. Remember, in the great banquet of marketing, variety is the spice of life.

## ***Mistake #3: One 'Spice' for All Dishes - Relying on Just One Channel***

Relying only on one marketing channel, like social media or email marketing, is like handcuffing your reach and opportunities.

Imagine being a chef who uses only one spice for every dish. No matter how magical that spice is, it won't jive with every dish and delight the taste buds of all your guests. In the culinary world of marketing, variety is the secret sauce!

**Tip #3:** Mix up your marketing efforts and use multiple channels. Blend social media, email campaigns, blog posts, and even some good old-fashioned advertising like print or radio.

Diverse marketing channels and strategies will attract and engage a varied audience. That way, your chances of success and a big catch in the marketing sea are significantly higher.

## ***Mistake #4: Cooking in the Dark - Ignoring data*** The kitchen is the birthplace of the tastiest culinary

creations. But imagine if no one tasted the food before serving it. That would be like cooking in complete darkness, clueless about the actual taste of your dish.

Ignoring data in marketing is like cooking without tasting. Data are like your taste testers in the kitchen - they tell you what's working, what's not, and most importantly, what your clients really crave.

**Tip #4:** Regularly analyse the data from your marketing campaigns. This could be click-through rates, conversions, social media interactions, or even direct feedback from your clients.

Data is essential for understanding your target group's preferences and optimizing marketing effectiveness. It's the secret marketing ingredient; use it wisely to ensure each campaign is perfectly seasoned.

#### ***Mistake #5: The Hidden Main Course - Neglecting SEO***

Overlooking SEO (Search Engine Optimisation) in your marketing strategy is like whipping up the world's tastiest dish but hiding it in the restaurant's basement. No matter how mouth-watering it is, what's the point if no one can find it? SEO is vital to ensure your online 'kitchen' is easily accessible and visible to those searching for what you offer.

**Tip #5:** Select keywords matching your product/service and target audience. Ensure your website is speedy and easy to navigate.

Don't let your online delicacies remain undiscovered. By investing in SEO, you'll make sure your digital dining table is a hotspot guests keep returning to, like a culinary magnet for the digital age!

#### ***Mistake #6: Chopping with a Blunt Knife - Old Tricks in New Guise***

Are you recycling the same marketing tactics year after year? That's like trying to chop vegetables with a blunt knife - not only is it a struggle, but the results are hardly going to make the culinary hall of fame.

Similarly, sticking to outdated marketing methods can appear unoriginal and lack effectiveness.

**Tip #6:** Marketing is constantly evolving, so it's crucial to keep your strategy up-to-date.

Understanding data analytics, and continuously innovating and adapting to new trends is key to keeping your marketing strategy fresh and relevant.

Harmony in your marketing 'menu' is essential. Each strategy component should be carefully selected and proportioned to create a perfect mix that delights your target audience.

#### **LAST LINE**

Remember, in the marketing kitchen, it's out with the old, in with the new - or risk serving the same stale sandwich at the banquet of business success!



**FEYISITAN IJIMAKINWA**

Feyisitan Ijimakinwa is a Reputation and Perception Management expert. He is a prolific writer and researcher who, at different times, served as Head of Corporate Communications of top brands quoted on the Nigerian Stock Exchange. A versatile communications specialist, he practiced extensively as a print journalist and was variously engaged in the broadcast media, working on radio and television. Feyisitan continues to write on corporate communications, brand reputation and perception management, and brand intelligence, among others. He organises the 'Brand Intelligence and the Marketplace' masterclass. Feyisitan advocates a pollution free and sustainable environment

# ALERO'S SILENCE

UDY OSARO-EDOBOR

In most boarding schools in Nigeria, fear was a normal part of school life.

Students often whispered stories about Bush Baby, a creature said to jump from tree to tree at night or sit outside hostels crying like a newborn baby.

They also spoke about Lady Koi Koi, the ghostly woman in high heels whose footsteps were said to echo through empty corridors after lights-out.

New students listened with fear and curiosity while older students laughed and pretended they no longer believed the stories. Deep down, however, many of them were still afraid.

The experience of one school porter gave those stories a run for their money. What she experienced was far worse than anything the students whispered about.

The porter was a strict woman who believed strongly in discipline and obedience. Sometimes she went too far. To her, rules had to be followed without exception and public punishment was necessary. Students feared her sharp tongue and unforgiving attitude.

Among the students was Alero. She came from a wealthy family but showed none of the pride often associated with wealthy students. She was quiet, reserved and kept to herself. She avoided unnecessary friendships and moved through school without drawing attention. She never challenged authority, never looked for trouble and was known for being unusually gentle.

Everything changed one afternoon when Alero arrived late for lunch.

In front of the entire dining hall, the porter scolded her harshly.

Alero tried to explain that she had been delayed by "woman matter," the term girls in the school used for menstrual periods. She apologized and explained that the situation had been beyond her control.

The porter saw the explanation as defiance. She accused Alero of being proud and disrespectful. The more Alero tried to explain herself, the angrier the porter became. Determined to embarrass her further, the porter reported her to the vice principal.

The vice principal was surprised by the complaint. It was not a serious matter. He knew Alero well enough to know that she was not troublesome. I

n fact, she was probably the last student anyone would accuse of being disrespectful.

However, rumors had circulated for years about his inappropriate closeness to the porter. Supporting Alero could create problems for him so he ignored her explanation and punished her.

Alero stood quietly through the humiliation. She lowered her head while the porter continued to insult her. Then she slowly looked up.

Those who stood close by and witnessed it later said something seemed different about her face. Her expression was cold and unsettling. Some assumed she was simply angry. Even the porter noticed it and called her a witch.

The matter appeared to end there. But it did not. Soon afterward, strange things began to happen. The porter started hearing footsteps behind her in empty corridors. Whenever she turned around, nobody was there.

Then came the knocks. Every night, long after everyone had gone to sleep, three slow knocks echoed on her door. When she opened it, the corridor was empty. The knocks continued for weeks. She began waking up at exactly 3am each night. Sometimes she found muddy footprints on the floor leading to her bed and stopping there. Objects changed places on their own. Cupboard doors opened during the night. Her bedsheets were sometimes pulled from her body while she slept.

More than once, she woke up unable to move, staring at a dark figure standing silently beside her bed. Whenever she switched on the light, it vanished.

Mirrors became unbearable. Several times, she caught sight of someone standing behind her reflection.

When she turned around, there was nobody there. She began hearing her name whispered close to her ear. Sometimes the voice sounded like a young girl. Sometimes it sounded like many voices speaking at once.

The vice principal soon developed problems of his own. He started seeing a girl standing at the end of hallways. Whenever he looked directly at her, she disappeared. Files vanished from locked drawers and later appeared neatly arranged on his desk.

His office door opened and closed by itself. He frequently heard chairs scraping across the floor in empty rooms. Terrifying dreams left him drenched in sweat.

In some of them, he wandered through endless corridors while someone followed him behind. He always woke up before seeing the face.

Then the disturbances became worse. Bulbs flickered or exploded without warning. Pictures fell from walls. Electronic devices switched on by themselves.

Both the porter and vice principal heard laughter in empty rooms. They heard footsteps on rooftops. They felt unseen hands brush against their shoulders. Several times, both claimed they saw a shadow standing in a corner, watching them without moving.

Then accidents followed. Falls. Unexplained illnesses. Near collisions. Mechanical failures. And a constant feeling that something was always behind them.

Months passed and became years. Doctors found nothing wrong. Psychological explanations brought temporary relief. Eventually, they became desperate and sought spiritual help. Although they went separately, both received the same disturbing message. Their suffering had a source. ..Alero.

They were told to find her, publicly admit what they had done, sincerely apologize and offer restitution. Under normal circumstances, this should have been easy. But Alero had already graduated. She had disappeared into life beyond the school gates and no one knew where she lived.

Former classmates had lost contact with her. Teachers knew almost nothing about her outside school. The search that should have taken days stretched into months. Every lead ended in failure. Every address led nowhere. Every phone number was disconnected.

Fear followed them home. It sat beside them at dinner. It waited for them in dark rooms. It stole their sleep. What they had dismissed as a simple act of humiliation had become a burden they could not escape.

They had spent years hearing stories about Bush Baby and Lady Koi Koi but this was different. This was not about a creature in the trees or a ghost in high heels. This was about an innocent person they had wronged and the terrifying possibility that the forgiveness they needed might never come.

What made matters even worse was that nobody could prove that Alero existed.

Her records were missing from the school data base. Photographs no longer showed her face clearly. People remembered her name but struggled to remember anything else.

It was as if she had slowly faded from the world.

The porter and the vice principal continued searching. Years later, they were still searching.

And according to those who knew them, the knocking never stopped. Three slow knocks. Every night. Always at the same time. As though something was waiting outside the door. And one night, the knocking came from inside the room.

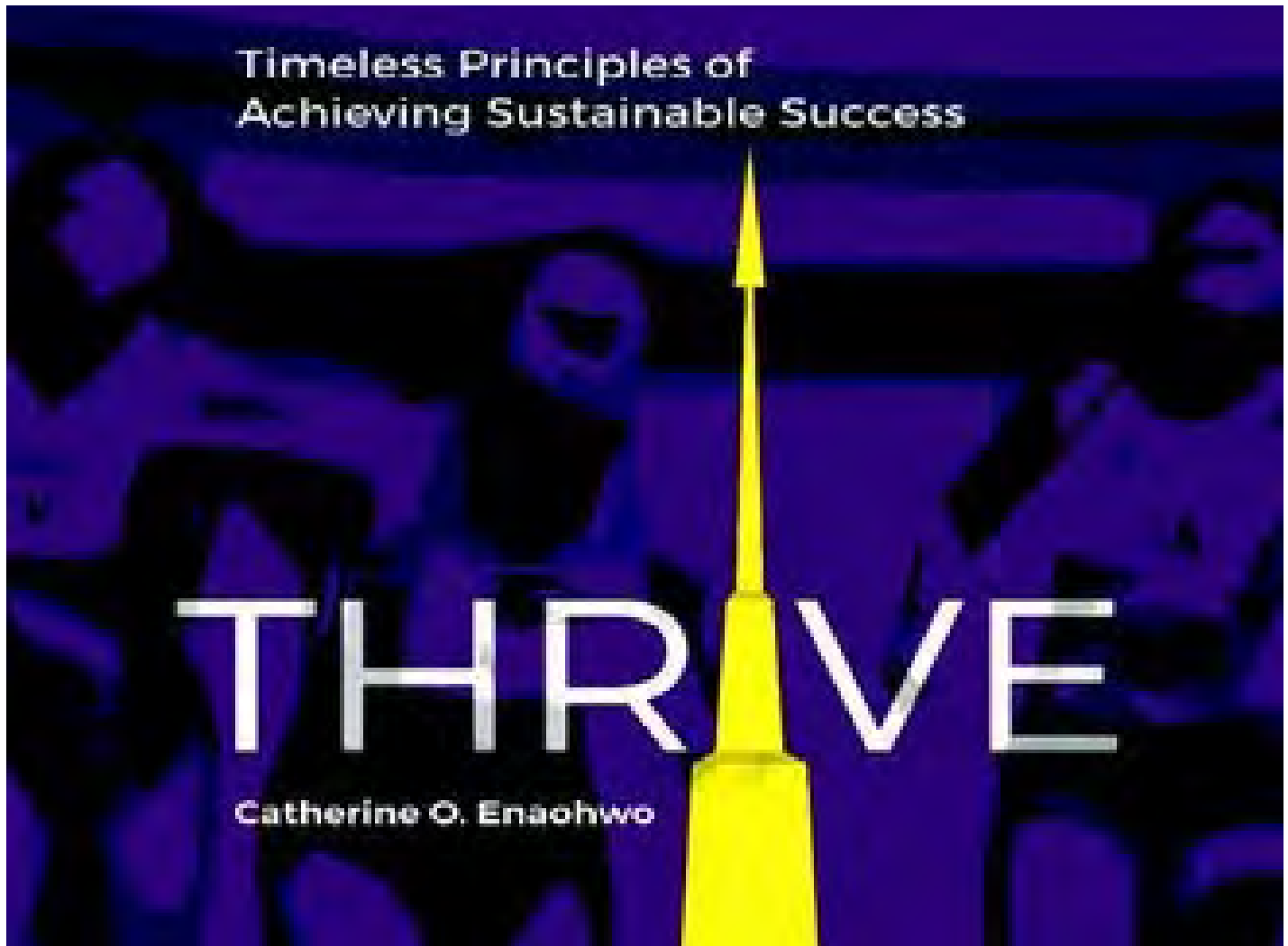
Some people believe the knocking is Alero asking for justice. Others believe it is something else.



### Udy Osaro-Edobor

Udy Osaro-Edobor is the Content Creator for SoTv (Supernatural Online TV) Nigeria. She is a movie/ scriptwriter, editor, and proofreader.

She has several stories to her credit which she posts for free on her Ebook called Udy's Chapter. She is currently working on two short movies. Udy is also a wife, mother, and a "serial entrepreneur".  
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Practical Steps towards a Better Life-A Review of  
Catherine O. Enahwo's Thrive

Title: Thrive: Timeless Principles of Achieving  
Sustainable Success

Author: Catherine O. Enahwo

Year of Publication: 2017

Number of Pages: 300

Category: Self Help

# THRIVE: TIMELESS PRINCIPLES OF ACHIEVING SUSTAINABLE SUCCESS

TITILADE OYEMADE

Who doesn't want to thrive? That is probably one of the reasons many people will pick up *Thrive* by Catherine O. Enaohwo. But the truth is, we are living in difficult times. Across the world, many people are focused more on surviving than thriving. Even so, Enaohwo leaves her readers with a message of growth and thriving.

*Thrive* may look like another motivational book, but it goes beyond simply encouraging readers. The author reminds us of things we may already know but have forgotten along the way. Sometimes life drains your energy and leaves you uninspired. This book feels like a gentle push for those who are tired and a guide for those who feel lost or unsure about the next step.

One thing becomes clear from the beginning of the book, this is not a book for passive readers. Enaohwo writes with urgency and intention. She challenges readers to take responsibility for their lives and make deliberate choices. If you are waiting for life to change on its own, this book may make you uncomfortable.

What makes the book relatable is that it touches on struggles many people face. There are moments where the reader feels understood and reminded that they are not alone. Although more personal stories from the author would have made the book even stronger, the examples shared still help communicate the message effectively.

The pace of the book is quick. Enaohwo moves from one idea to another without spending too much time lingering. At times, readers may wish for more room to reflect, but perhaps that is intentional. The author seems determined to keep readers moving forward instead of staying stuck.

Even though some of the ideas discussed are familiar, including integrity, resilience, unlocking

opportunities, continuous learning and personal growth, the book still succeeds in renewing motivation. Rather than dwelling on high-level ideas, the author offers practical steps readers can apply in everyday life.

At times, it feels less like a conversation and more like direct coaching. Enaohwo speaks with certainty and purpose. She is not trying to entertain; she wants readers to act.

Another interesting feature is the chapter structure. Each chapter begins with an outline of what to expect, making it easy for readers to move directly to topics that speak most to their current season of life.

*Thrive* is ultimately a reminder that growth is still possible even when circumstances are difficult. If you are looking for a book that pushes you to reflect, reset and take action, this may be worth adding to your reading list.



Titilade Oyemade is a business executive in a leading organisation and holds a degree in Russian Language. She's the convener of the Hangoutwithtee Ladies Event and the publisher of Hangoutwithtee magazine. She spends her weekends attending women conferences, events and book readings. She loves to have fun and to help other women have the same in their lives. Email: [titi.oyemade@gmail.com](mailto:titi.oyemade@gmail.com)  
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# WEEKENDER

## MOVIE REVIEW

### DUNE 1 (2021)

This movie has followed me for such a long time on my timeline. I finally made out time this weekend to check the movie out and it wasn't bad at all. You will need to watch this movie attentively to have a full understanding of it. In this movie Paul Atreides played the lead role. He was the only son of his parents, Duke Leto Atreides and Lady Jessica Atreides. Paul had some weird strange powers. He could see things and he constantly had dreams and visions where he could see things before they happened. Paul was really strong and kept practicing and preparing for the war that might loom the city. Paul Atreides arrives on Arrakis after his father accepts the stewardship of the dangerous planet. However, not long after, disaster ensues after a betrayal as forces clash to control *mélange*, a precious resource. You must check it out to see if he survived. The 155minute Dune action, epic adventure, desert adventure, scifi, action, adventure drama was directed by Denis Villeneuve. It featured actors like Timothée Chalamet, Rebecca Ferguson, Zendaya, Oscar Isaac, Jason Momoa, Stellan Skarsgård, Josh Brolin, Javier Bardem, Sharon Duncan-Brewster, Chang Chen, Dave Bautista and others.



## DUNE PART TWO (2024)

If you enjoyed Part 1 like I did, then Part 2 will be worth your while with the suspense and action that followed. If you remember, in Part 1 as the movie came to an end Paul and Lady Jessica arrived Arrakis and had to find ways to survive. They have to find people to partner with and work with. They decided to unite with the Fremen while they fought tirelessly with those who destroyed his family. Paul will have to face a very bitter and difficult task of choosing between the love of his life and the fate of the universe. He must work hard to prevent the terrible disaster that was about to destroy the universe. The Dune action epic, adventure, epic desert adventure epic, scifi epic, action, adventure drama movie was directed by Denis Villeneuve. It featured actors like Javier Bardem, Josh Brolin, Austin Butler, Florence Pugh, Dave Bautista, Christopher Walken, Léa Seydoux, Stellan Skarsgård, Charlotte Rampling, Souheila Yacoub, Roger Yuan, Babs Olusanmokin and Alison Halstead.



## SUPER INTELLIGENCE (2020)

If AI, action, comedy movie is your kind of thing then you might want to check out this movie that was released in 2020. In this movie Carol Peters was seen talking to herself but she wasn't crazy as some people thought. She was actually speaking to the AI system in her computer. In this movie Carol Peters is targeted and followed everywhere by a sentient AI that gives her 3 days to prove humanity is worthy of being saved from destruction and enslavement. This movie tried to have a perfect mix and fusion of scifi, comedy and romance as the AI tried to help Carol find love again. The 106minute Artificial Intelligence, action, comedy and romance scifi movie was directed by Ben Falcone. It featured actors like Melissa McCarthy, James Corden, Bobby Cannavale, Brian Tyree Henry, Sam Richardson, Ben Falcone, Michael Beach, Rachel Ticon and many more.



# WEEKEND QUOTES



1

The one whose house is full of food yet doesn't eat them. Our source  
.....WhispersbyTEN

2

The saviour at the battle field who guarantees victory always  
.....WhispersbyTEN

3

Trial is commensurate to grace  
.....WhispersbyTEN

4

Christianity begins on Monday you are just empowered on Sunday  
.....WhispersbyTEN