



Hello!

We know that this weekend, the internet is flooded with deals. But while everyone else is snagging a new gadget, you have the chance to make the smartest investment in your future at the best price possible...

The Lowdown: Early Bird Tickets

Early bird tickets for the 2026 Africa Soft Power Summit are now on sale, but they are already flying out faster than a direct flight from Lagos to Nairobi.

What are you waiting for? We're bringing together the best minds from Africa and the diaspora. Come for the future-leaning insights, the thought leadership, and the high-level connections; stay for the broader programme immersing you in Nairobi's phenomenal sights & sounds... and experience firsthand why the city and Kenya itself continue to inspire some of the most exciting ideas on the continent.

Get early bird tickets - Africa Soft Power Summit 2026



Beyond the Conference: The Nairobi Experience

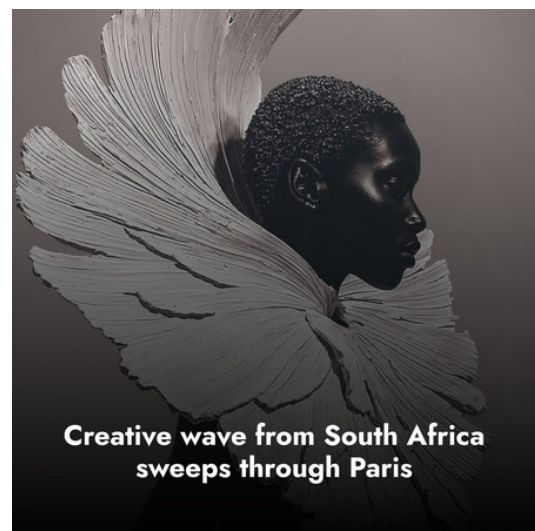
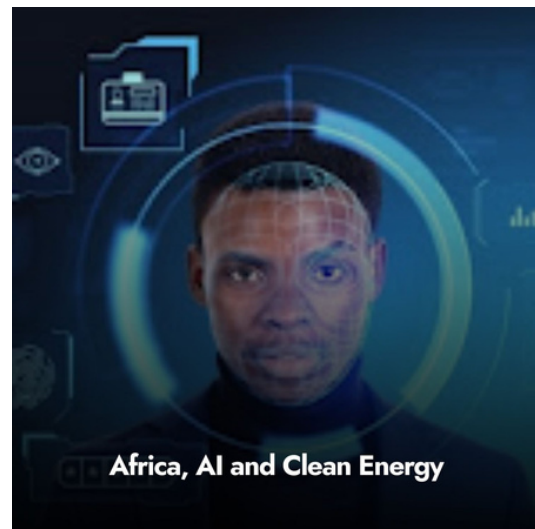
We're putting together an exclusive, curated Nairobi Programme for our guests that goes beyond the traditional event walls. It's an opportunity to soak up the real soft power of East Africa, recharge, and leave with new contacts, new ideas, and of course

new passport stamps.

BUT: The longer you wait, the more you pay! So, [CLICK HERE](#) to make this the best purchase of your Black Friday weekend.

See you in Nairobi!

Africa Soft Power in Press



About The Africa Soft Power Group

We are the umbrella platform for three organisations (Africa Soft Power, African Women on Board & ASP Global) with mutual objectives. Our overriding mission is to mainstream vital – and all too often still unseen – African perspectives as a fundamental part of the global conversation in every aspect of life and economy.