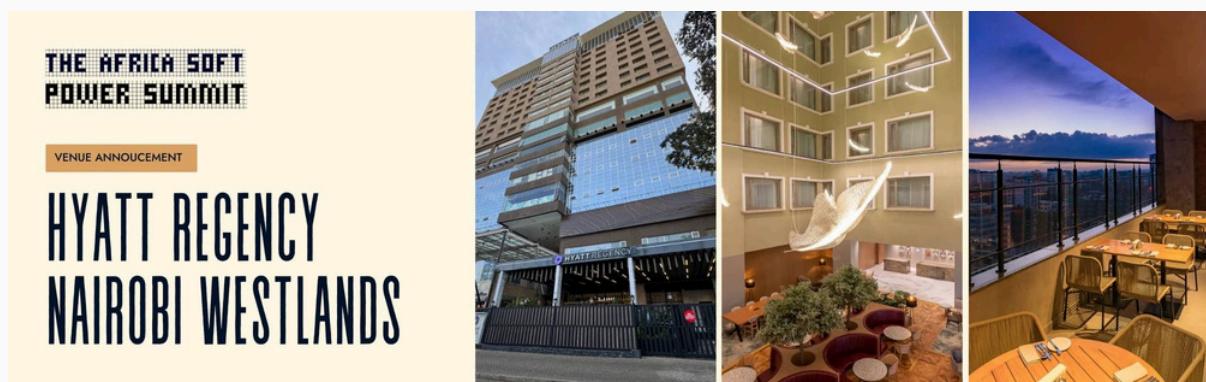


Dear <<First Name>>,
Love doesn't clock out at midnight.

While the world wrapped up its 24-hour romance, ours is built for the long haul. At Africa Soft Power, our "Valentine" is enduring, a love letter written in the work we do every day: celebrating modern African and diaspora voices, and boldly retelling the African story on the world stage.

We hope the past few days brought you joy, connection, and a reminder that you're valued, not just seasonally, but always.

And in that spirit, we've got something special to share.



If you follow us on social media, you may have already seen the update.

The **Africa Soft Power Summit 2026** conference days will take place at the **Hyatt Regency Nairobi Westlands**. Right in the heart of Nairobi. Elevated. Elegant. Perfectly positioned for the conversations we're about to have:

- **Remarkable African Women's Leadership Conference (RAW) | May 21st:** Powered by African Women on Board (AWB), RAW holds the distinction of being the continent's first gathering focused on African women's leadership, and offers a fresh perspective on gender discourse.
- **Creative & Innovative Industries Conference (CII) | May 22nd:** A convening of leading organisations and individual voices from around the world, focusing on the symbiotic relationship between creative endeavour and commercial viability.

The Residency

For those traveling in, we have secured a special rate exclusively for the ASP & AWB community at the Hyatt Regency. You can access the [discounted rate through our booking link here.](#)

Get early bird tickets - Africa Soft Power Summit 2026

Quick Poll: Shape the ASP Gala & Awards experience

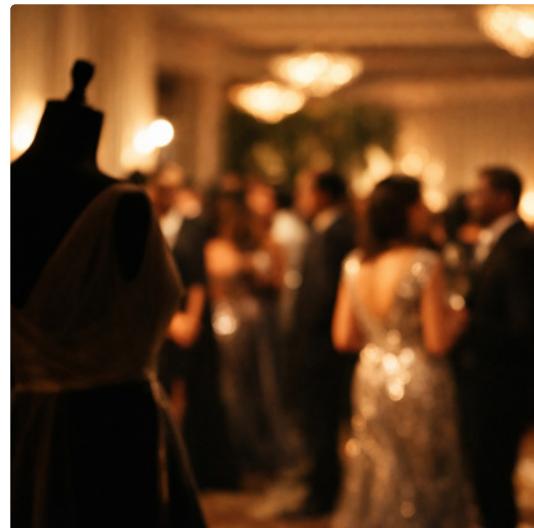
We're exploring the addition of a **Style Pavilion**, a fashion marketplace featuring a handpicked selection of designers and brands, hosted on the day of the Gala & Awards.

It would run for a few hours only, either before the main event begins or immediately after the Awards.

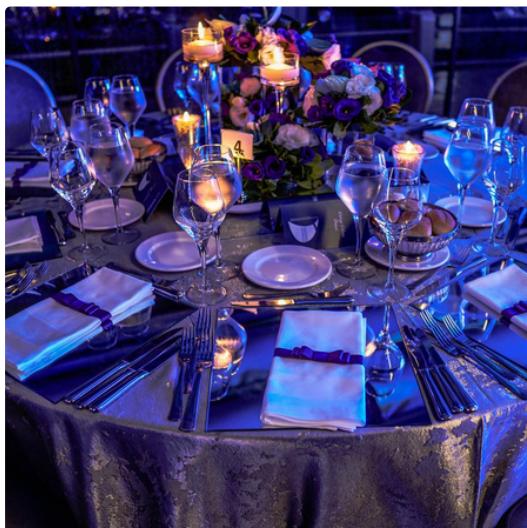
When should the Style Pavilion go live? Vote and shape the moment.



(A) Before the Gala & Awards - a pre-event style moment



(B) After the Gala & Awards – an end-of-evening showcase



(C) None at all – keeping the focus strictly on the gala and awards



(D) Indifferent - "Surprise Me"



Early Bird Tickets still available

Early bird tickets for the Africa Soft Power Summit 2026 are still available at a special rate. Now's a good time to [secure your seat!](#)

We are also open to **partnership conversations** with individuals and organizations looking to engage thoughtfully with Africa's evolving ecosystems and global positioning. Send us an email to asp@theafricasoftpowerproject.com.

Thank you.

The ASP Team

Get early bird tickets - Africa Soft Power Summit 2026



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.

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).