



CIBE USA NEWSLETTER

MAY EDITION

CIBE ZANZIBAR TRAINING CONFERENCE

Theme:
Strategic Communication & Project Visibility:
Enhancing Impact in Donor-Funded Projects



**April 26th – May
 2nd, 2026**



**Zanzibar Beach
 Resort, Tanzania**

INTRODUCTION

The Certified Institute of Business Entrepreneurs (CIBE), USA, hosted its 2026 Zanzibar Training Conference from April 26 to May 2, 2026, at Zanzibar Beach Resort, Tanzania. The conference focused on the theme “Strategic Communication & Project Visibility: Enhancing Impact in Donor-Funded Projects”.

The Conference which brought together Communication Officers managing the The Agence Française de Développement (AFD) Group funded BluePrint ICT Development Project in various Nigerian Universities, was designed to bridge the gap between theoretical project management and practical visibility, focusing on the critical role of strategic communication in ensuring the sustainability and success of donor-funded initiatives. The primary goal of the 5-Day conference was to empower participants with high-level competencies in:

- **Digital Engagement:** Leveraging social media and digital platforms to amplify project milestones and reach beyond internal stakeholders.
- **Branding Compliance:** Mastering AFD, World Bank, EU, and other donor-specific visibility guidelines to eliminate audit queries and reporting errors.
- **Data-Driven Narratives:** Converting complex M&E data into compelling stories that demonstrate clear human impact and employment outcomes.
- **Crisis Management:** Developing protocols to manage misinformation and reputational risks in public-sector and donor-supported projects.

TECHNICAL SESSIONS

The keynote address delivered by Prof. Adebayo Paul Adejola, FCBE (USA), the Training Director, CIBE USA, used the word ZANZIBAR as outlined below to emphasize the need for the Training Conference.



CIBE ZANZIBAR TRAINING CONFERENCE...

- Z** – Zero Visibility, Zero Impact
- A** – Accountability to Donors and Stakeholders
- N** – Narratives that Drive Change
- Z** – Zooming into Digital Transformation
- I** – Integration of Communication and M&E
- B** – Branding and Compliance Excellence
- A** – Active Stakeholder Engagement
- R** - Repositioning institutions

He further challenged participants not to attend the conference as “spectators” but as “transformers”.

PRACTICAL SESSIONS

A core highlight of the training was the hands-on interactive and brainstorming sessions. Participants were tasked with solving complex scenarios modeled after real-world project challenges. They developed a 3-month Digital Communication Strategy for a university project, designed approval workflows to prevent branding breaches, and drafted 48-hour response plans for hypothetical funding mismanagement crises."

FACULTY AND PARTNERSHIP NETWORK

The conference leveraged a vast network of associates from world-class institutions:

- Assoc. Prof. Isaac Lambe, FCBE (USA) - Bingham University, Nigeria
- Mrs. Abosede Famuyiwa, FCBE (USA), Africa Regional Representative, CIBE, USA
- Dr. Omar H. Kombo - The State University of Zanzibar
- Dr. Salum S. Ali - The State University of Zanzibar
- Dr Abdulrahman S. Khamis - The State University of Zanzibar

SOCIO-CULTURAL ENGAGEMENT

Beyond the classroom, the conference facilitated a "Tour Day" on April 30, 2026. This allowed participants to experience the cultural heritage of Zanzibar, reinforcing the institute's vision of global cohesion and reach that transcends barriers.



CIBE MAY 2026 ZANZIBAR TRAINING CONFERENCE

PHOTO GALLERY



April 26th – May 2nd, 2026



Zanzibar Beach Resort, Tanzania



+1 225 439 5539; +1 225 333 8178;



ADMINISTRATION@CIBEUSA.ORG



CONCLUSION AND FINALRECOMMENDATIONS

The event concluded with participants’ testimonials and presentation of certificates. The following recommendations were established for participants returning to their organizations:

- **Budgeting:** Ensure explicit budget allocation for communication and visibility at the project proposal stage.
- **Integration:** Break down silos between M&E teams and communication officers to ensure data is "story-ready."
- **Engagement:** Utilize the Influence-Interest matrix quarterly to adjust stakeholder engagement strategies.

FLYERS DESIGNED BY THE PARTICIPANTS USING CANVA DURING ONE OF THE HANDS-ON SESSIONS



ABOUT THE CERTIFIED INSTITUTE OF BUSINESS ENTREPRENEURS (CIBE), USA

The Certified Institute of Business Entrepreneurs (CIBE) is a U.S.-based professional institute committed to developing globally competent entrepreneurs. It equips individuals with the tools and mindset to transform business ideas and opportunities into meaningful solutions that enhance personal, institutional, and national prosperity.

Vision

To be the foremost global hub for entrepreneurial certification, venture capital accessibility, and innovation-driven training that transcends geographic, economic, and social boundaries.

Mission

To deliver empowering, practical, and high-impact training programs that unlock human potential and enable members to discover, develop, and deploy their skills in a world powered by innovation and creativity.

Why Join CIBE?

14 Powerful Benefits Await You:

1. Structured, high-quality education in entrepreneurship
2. Mentorship from seasoned business leaders and experts
3. Access to a global network of entrepreneurs and investors
4. Research support via online databases and industry insights
5. Hands-on experience through workshops, case studies, and projects
6. Business incubation and acceleration support for startups
7. Linkages to funding opportunities (venture capital, angel investors, etc.)
8. Development of a bold, adaptive, and innovative mindset
9. Professional recognition and career-enhancing certification
10. Specialized masterclasses, summits, and industry events
11. International partnerships that offer global exposure
12. Continuous professional development in evolving business trends
13. Recognition and awards for innovation and impact

Who Can Join?

You are eligible for membership if you:

- Pass CIBE's qualifying professional exams
- Hold a recognized qualification in business, science, or social sciences
- Possess a Bachelor's Degree or Higher Diploma in relevant disciplines (e.g., Business Admin, Accounting, Finance, Sciences, etc.)



**ABOSEDE FAMUYIWA, FCBE
AFRICA REPRESENTATIVE, CIBE USA**

CIBE's Global Footprint

Through international summits, CIBE empowers members with exposure to worldwide business opportunities, fosters financial independence, and promotes entrepreneurship as a solution to unemployment and poverty—especially in emerging economies.

Membership Categories

- Fellow Member
- Associate Member
- Student Member (for undergraduates)

CIBE's Core Message:


"Don't eat all your seeds—come and learn how to plant and re-plant."

Let CIBE be your launchpad to global relevance, innovation, and sustainable success.

Abosede Famuyiwa, FCBE
Africa Representative, CIBE USA

Tel: +234 817 489 7578

Email: info@cibeusa.org

 Visit: www.cibeusa.org

*Thank you for
Reading*

