

# PR agency Dialogue assumes leadership roles within the PRCA

Agency founder Tracy Jones has joined the Public Relations and Communications Association (PRCA) Africa board and Cherná Lutta, who was recently appointed as Dialogue's PR operations director and was named 'Best PR professional' at the 2022 Prism Awards, as well as account director Nicola Pykstra have joined the newly formed PRCA Africa NextGen panel to assist shape the fast-evolving African PR business.

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