



Esi Hammond wins PR Personality of the Year

The Head of the Communications Office at the Bank of Ghana, **Ms. Esi Hammond**, has been adjudged the **PR Personality of the Year** at the 8th National PR and Communications Excellence Awards ceremony organised by the **Institute of Public Relations, Ghana (IPR, Ghana)**.

The event, which took place at the Labadi Beach Hotel in Accra on Saturday, 29th February, 2020, was held on the theme, **“Ghana Beyond the Ordinary: The Value of Values in Our National Discourse”**.

A citation that accompanied the award reads as follows:

“The Bank of Ghana (BoG), over the past three years, has embarked on vibrant reforms towards positioning the banking sector as the catalyst for accelerated socio-economic growth. An announcement to clean up the banking sector which was met with some skepticism and attempts by the banking community to review and/or delay its implementation gave way to acceptance and eventually strategic efforts to remain in business and also meet a recapitalisation deadline. Based on technical and communication plans, the Bank succeeded in carrying out the banking sector reforms and the recapitalisation of banks. More reforms targetted the microfinance, savings and loans sectors and finance houses.

The public was pleasantly surprised to see the Bank opening up and communicating like never before with its key stakeholders and the general public and also including social media as a tool for reaching out.

IPR recognises the role played by Ms. Esi Hammond, the Head of the Communications Office of the Bank of Ghana, in pushing the agenda of actively engaging the publics of the Bank and keeping stakeholders informed across the country. In strenuous efforts to carry along the public, we saw the Bank breaking down its messages through the use of infographics on social media as well as sharing all information materials widely through many communication platforms.

The otherwise conservative Bank of Ghana has adopted advertising in different local languages to sell its messages as well as grant interviews in local dialects. Talk to the media and you would know that Esi has engendered huge goodwill for the Bank and good media relations are on top of the agenda.

As the Bank announced, the objectives of the cleanup and recapitalisation exercises were to promote a safer banking system in Ghana through improved regulatory standards. The assurances that banks will be strengthened have become the reality today. At the heart of the communication success stories is Ms. Esi Hammond.

Esi has been a pacesetter in professional PR practice at Bank of Ghana, leading the strategy and policy relating to the public affairs functions of the central bank. She is a Communications and Media practitioner with almost three decades of practice in public service and private consultancy environments.

With almost 19 years of service to the Bank of Ghana and unflinching commitment to IPR, Ghana, the lady at the centre of the “value is the same” campaign that seamlessly introduced the Ghana cedis and Ghana pesewas, has also put her substance at the service of the Institute.

Esi was the overall best student in the Accreditation examinations of the year 2000. She’s a past Deputy Honorary Secretary, having served from 2003 to 2008 and was recognised for her contributions in 2015. She is currently the Chairperson of the Member Services Committee.

Today, the Institute is elated as it confers on her, the Personality of the Year Award”.

Appreciation to Governor, Deputy Governors & Staff of the Bank

In her remarks at the event, Ms. Hammond expressed appreciation to the Management and staff of the Bank of Ghana, especially the Governor and Deputy Governors of the Bank, for supporting the Communications function.

Bank Attendees

The Bank’s Secretary, Ms. Sandra Thompson, led a delegation of selected staff to support Ms. Hammond at the event.

END

March 4, 2020