FOR HOSTS · GUIDE

Key Person of Influence Guide

You have the trust of a community. Help turn that trust into conversations that make a difference.



Illustrative image, not a photograph of a Pamumvuri event.

Who qualifies

A Key Person of Influence (KPI) is someone whose invitation a particular community or professional group accepts: an association chair, a respected practitioner, a farmers' representative, an alumni or diaspora organiser, a faith or community leader. It has nothing to do with key performance indicators, and you don't need a social-media following.

Why it exists

Many respected people know how to bring a group together but lack the funding, resources, expert support or administrative capacity to run useful programmes consistently. Conversations That Count provides that structure.

Your role

- Trusted convening relationships and personal, appropriate invitations
- Knowledge of your audience and its pressures
- Help choosing relevant themes
- Hosting or co-hosting on the day
- Respect for boundaries, consent and safeguarding

Support available

- Pamumvuri: planning, logistics, registration, matching and reporting
- WE Alliance and qualified partners: facilitation and content
- Safeguarding and referral arrangements
- Discussion materials and participant resources
- Funding for approved activities, where a participating business supports the programme

What you are never asked to do

- Act as a therapist, counsellor or crisis responder
- Sell or promote products
- Share your contacts or membership lists
- Accept a business, topic or publicity you're not comfortable with

How to register and what happens next

1. Register at www.conversationsthatcount.org/hosts/#register (about two minutes)
2. A getting-to-know-you conversation about your community and boundaries
3. Suitability review: fit, experience and safeguarding needs
4. Matching when a programme fits; you can decline
5. Host with support
6. Review together

> Hosting opportunities depend on suitability and on a participating business whose objectives fit your community. We do not promise paid opportunities or automatic acceptance.