

ASSOCIATION OF WOMEN ACCOUNTANTS OF KENYA

9th PUBLIC FINANCE MANAGEMENT (PFM) CONFERENCE 2026

*Reimagining the Future of Public Finance Management: Beyond
Compliance Towards Digital Transformation and Robust Governance*

SAVE THE DATE 2 – 6 NOV 2026 | Grand Royal Swiss Hotel, Kisumu



CONFERENCE PROFILE · pfm.awak.co.ke

Table of Contents

01	Who We Are	03
02	Background & Context	04
03	Objectives & Why Attend	05
04	Program & Structure	06
05	Conference Topics & Rationale	07
06	Expected Outcomes & Participants	09
07	Partner With Us	10
08	Sponsorship Packages	11
09	Save the Date & Registration	12
10	Get in Touch	13



EST. 1994

*Powering the
success of
women in
accounting
through
knowledge,
resources and
networks.*

In partnership with
ICPAK & KASNEB

Who We Are

The Association of Women Accountants of Kenya (AWAK) is a non-political, not-for-profit professional organization that draws its membership from women accountants. Since its establishment in 1994, AWAK has consistently pursued its primary objective of empowering members while also contributing to the diverse needs of society.

OUR VISION

To be a globally impactful women accountants' organization.

OUR MISSION

Powering the success of women in accounting by providing the most relevant knowledge, resources, and networks to meet the demands of a changing world.

AWAK works in close partnership with the Institute of Certified Public Accountants of Kenya (ICPAK) and the Kenya Accountants & Secretaries National Examinations Board (KASNEB). In line with its mission, AWAK pioneered the Public Finance Management (PFM) Conference — an annual platform for accountants and public sector leaders to deliberate on emerging issues in PFM.



1994

Founded

9th

PFM Edition

ICPAK

& KASNEB partner

The PFM Context

Reimagining the Future of Public Finance Management

As governments face rising fiscal pressures, rapid technological change, climate risks, and growing public expectations for transparency, Public Finance Management is undergoing a fundamental transformation. Traditional compliance-driven approaches are no longer sufficient to address economic uncertainty, public debt, cybersecurity threats and the demand for sustainable development.

Emerging technologies — artificial intelligence, blockchain, big data analytics, cloud computing and integrated financial management systems — are reshaping how governments plan, execute, monitor and report public finances. Institutions are shifting from regulatory compliance towards digitally enabled, data-driven and robust governance systems that enhance service delivery and strengthen public trust.



EMERGING TECHNOLOGIES

Artificial Intelligence

Blockchain

Big Data Analytics

Cloud Computing

IFMIS & digital PFM tools

EMERGING RISKS & CHALLENGES

Cybersecurity threats

Government systems face growing exposure to digital attacks.

Digital fraud

New payment and reporting channels widen the fraud surface.

Data privacy

Protecting citizen and financial data as systems digitize.

Operational risk

Managing change as institutions re-engineer and automate.

Debt & uncertainty

Economic volatility and rising debt constrain fiscal space.

Governance demands

Evolving standards for integrity, oversight and accountability.

Objectives & Why Attend

The conference aims to:

- 1 Explore emerging trends and innovations shaping the future of Public Finance Management.
- 2 Share best practices in leveraging digital technologies to improve efficiency, transparency and accountability.
- 3 Examine governance frameworks that strengthen integrity, manage risks and promote responsible stewardship.
- 4 Discuss strategies for building resilient institutions and future-ready public finance professionals.
- 5 Foster collaboration among stakeholders to accelerate sustainable PFM reforms.



WHY ATTEND

● Connect

Meet and network with public-sector stakeholders.

● Learn

Knowledge sharing by speakers and fellow attendees.

● Impact

Give input to key players and contribute to lasting change.

● Fun

Immerse in team-building and wellness activities.

Program & Structure



The conference will feature a mix of keynote speeches, panel discussions and interactive sessions, with ample opportunities for networking and knowledge sharing. A virtual platform will enable remote participation and broaden the conference's reach, while a team-building programme is arranged for delegates attending in person.

1

Keynote Speeches

Insight from leaders shaping public finance policy and practice.

2

Panel Discussions

Multi-stakeholder debate on the most pressing PFM questions.

3

Interactive Sessions

Hands-on learning, Q&A and peer knowledge exchange.

4

Virtual Platform

Remote participation extends the reach beyond the venue.

5

Networking

Connect with government, professionals and development partners.

6

Team Building

Wellness and cohesion activities for in-person delegates.

Topics & Rationale

01

Digital Transformation in PFM

Leveraging IFMIS re-engineering for a successful IPSAS accrual reporting transition and intelligent finance.

02

From Data to Decisions

Data analytics, AI and real-time digital monitoring to transform budget oversight — lessons from the Controller of Budget.

03

Digital Procurement Ecosystems

Strengthening PFM through end-to-end e-Government Procurement — opportunities, challenges and the way forward.

04

Intelligent Public Finance Governance

The role of AI and digital transformation in shaping the future public finance professional.

05

Future-Ready PFM in Africa

Governance through integrated risk management, internal controls, innovation and proposed PFM legislative reforms.

06

Developing People, Delivering Results

The strategic role of coaching in building high-performing public institutions.

*Delivered through keynotes, panels and interactive sessions —
pairing digital innovation with robust governance.*

Topics continued

07

Building a Powerful Personal Brand

Lessons from women leaders who have excelled across diverse professions.

08

The Future of Public Sector Auditing

Will the proposed Audit Bill strengthen accountability in a digital era?

09

ESG & Green Budgeting

An overview of ESG reporting, green budgeting and climate-responsive public financial management.

10

Financial Integrity in the Digital Age

The Central Bank's role in combating fraud, money laundering and emerging financial crimes.

11

Cybersecurity & Digital Trust

Protecting financial data and building digital trust across government systems.

12

The Electoral Ecosystem & PFM

How electoral integrity produces leaders ready to foster a culture of PFM excellence.

*Delivered through keynotes, panels and interactive sessions —
pairing digital innovation with robust governance.*

Outcomes & Participants

EXPECTED OUTCOMES

- Deeper understanding of the evolving PFM landscape and the transformative role of digital technologies and robust governance.
- Practical insights into emerging trends, technologies and best practices for fiscal discipline, transparency and service delivery.
- Stronger capacity to integrate digital transformation with sound governance, risk management and regulatory compliance.
- Actionable policy recommendations to accelerate digital transformation while enhancing professional wellbeing and networking.



OPEN TO ALL

This AWAK event welcomes both male and female attendees.

WHO PARTICIPATES

The conference brings together a diverse community of public finance stakeholders:

Government Officials

Policymakers

Financial Experts

Economists

Academicians

Researchers

Sustainability Practitioners

Multilateral Organizations

Civil Society Leaders

Advocates

PFM Stakeholders

Media & Press

Partner With Us



At AWAK, we partner with organizations to grow your brand and create lasting impact — increasing our reach and capacity together. Sponsorship opportunities span the dinner/team-building event, an exhibition booth or table, and brand visibility across event and promotional materials.

SPONSORSHIP BENEFITS

- Access to decision makers and opinion shapers, corporate and social.
- A one-on-one opportunity to shape your brand image and visibility.
- Business prospects from the delegates.
- Feedback from potential and existing clients.
- Highly targeted marketing communication.

WHY SPONSOR THE 9TH PFM CONFERENCE

Visibility

Logo and banner presence on the event webpage and throughout the venue.

Recognition

Public acknowledgement during the official opening and across channels.

Access

A presentation slot and direct engagement with senior public-sector leaders.

Reach

Corporate inserts in delegate packs and an exhibition presence at the venue.

Sponsorship Packages

PLATINUM

Ksh. 400,000

- Platinum recognition at the official opening + certificate
- 20-minute presentation slot to participants
- Logo & banner on webpage and at the venue
- Corporate insert in delegate pack + exhibition desk
- One full delegate pass; tea & lunch for two reps

GOLD

Ksh. 300,000

- Gold recognition at the official opening + certificate
- 15-minute presentation slot to participants
- Logo & banner on webpage and at the venue
- Corporate insert in delegate pack
- One 100% complimentary delegate pass

SILVER

Ksh. 250,000

- Silver recognition at the official opening + certificate
- 5-minute presentation slot to participants
- Logo & banner on webpage and at the venue
- Acknowledgement through official channels
- One 100% complimentary delegate pass

LUNCH / DINNER

Ksh. 200,000

- Special mention at the official opening
- Acknowledgement through official channels
- Logo & banner at the lunch / dinner area

COCKTAIL / WELLNESS

Ksh. 100,000

- Special mention at the official opening
- Acknowledgement through official channels
- Logo & banner at the wellness / cocktail area

ADVERTISING — CONFERENCE BOOKLET

**Ksh.
40,000**

Centre Spread

**Ksh.
30,000**

Back Cover

**Ksh.
25,000**

Inside Front Cover

**Ksh.
25,000**

Inside Back Cover

**Ksh.
20,000**

Full Page Inside

9th | **PUBLIC FINANCE MANAGEMENT (PFM) CONFERENCE 2026**

**Save the
Date**



DATE:
**2ND – 6TH
NOV 2026**

VENUE:
**Grand Royal Swiss
Hotel, Kisumu**

EARLY BIRD RATE

~~KES 65,000~~

KES 60,000

Deadline by 30th Sept, 2026



**CPD
To Be
Awarded**

**OPEN TO BOTH
MEN & WOMEN**

+254 720 016 556
+254 757 816 075
+254 785 323 430
+254 715 598 508
+254 715 598 503

Send Us Email
awak@awak.co.ke



Follow Us On Socials
Association of Women
Accountants of Kenya



GET IN TOUCH

Front Office

0720 016 556 awak@awak.co.ke

Accounts Office

0757 816 075 accounts2@awak.co.ke

Procurement Office

0715 598 503 procurement@awak.co.ke

CEO's Office

0785 323 430 ceo@awak.co.ke

Communication & PR Office

0715 598 508 communications@awak.co.ke

OUR LOCATION

9th Floor, CPA Center (ICPAK),
Ruaraka, Thika Road

MAILING ADDRESS

P.O. Box 62914,
Nairobi, KENYA – 00200

Register at **pfm.awak.co.ke**

Follow us on socials

Association of Women Accountants of Kenya

Facebook · Instagram · YouTube · X · LinkedIn

uplifting our world