



Marketing, Advancement & Communication in Education

2023 MACE NATIONAL CONFERENCE PROGRAMME

The Future of Higher Education in an AI World
University of the Western Cape, Belville Campus

DAY I

WEDNESDAY 15 NOVEMBER 2023

08:30 Delegate registration

10:00 Opening of Conference
Prof Anesh Singh, Facilitator
Silvanus Welcome, MACE National Chairperson

10:15 Welcome address
Prof Anesh Singh – Director, Institutional Advancement – University of the Western Cape

10:25 Conference keynote address
Dr Max Price - Statues and Storms: Leading a university through change

11:10 Tea/coffee and refreshments

11:30 PLENARY SESSION
Ms Tracy Muller – Head: Advice and Philanthropy –
Nedbank Wealth Management, South Africa

Giving practices of high-net-worth individuals in South Africa.

12:15 PLENARY SESSION
Ms Yenani Madikwa - Brand Strategist and Creative Director

Why the tech industry needs more communicators and storytellers.

13:00 **Group photo**

13:15 **Lunch**

14:15 **PLENARY SESSION**

Ms Ilze Olivier – Independent consultant specialising in strategic communication

Future-proofing communications: Ensuring your communications strategies remain impactful and relevant.

15:00 **Tea/coffee refreshments**

16:30 **Preparation for UWC welcoming function**

18:00 **Welcome event**

University of the Western Cape, Belville Campus





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DAY 2

THURSDAY 16 NOVEMBER 2023

08:15 **Welcome and logistical arrangements**
Mr Gasant Abarder, Facilitator

08:30 **PARALLEL LEARNING AND SHARING SESSIONS**

SESSION #1

Mr Gary Ndlovu, Director: Multimedia Worx and Legends Creative Hub

An in-depth look into the potential applications, benefits, challenges, and considerations of using ChatGPT as a tool in marketing, advancement and communication in education.

SESSION #2

Ms Shelagh Gastrow, Higher Education Adviser and Consultant

University systems and policies to enhance and support advancement.

SESSION #3

Mr Martin Viljoen, Media Relations Manager: Stellenbosch University

The good, the bad, and the ugly – crafting and executing your media relations strategic plan.

SESSION #4

Mr Derek Stocken, Marketing and Branding Specialist: Cape Peninsula University of Technology

CPUT Virtual Open Day.

09:15 **Moving between breakaway venues.**

09:30 **ANNUAL GENERAL MEETING**
Silvanus Welcome and the MACE Board

10:30 **Tea/coffee and refreshments**

11:00 **PARALLEL PEER LEARNING AND SHARING SESSIONS**

SESSION #1

Mr Peter Maher, Director: Alumni Relations – University of the Witwatersrand

Current and future trends in alumni relations.

SESSION #2

Ms Isabel de Necker, Senior Marketing Manager – University of Pretoria

Preparing for a digital marketing campaign.

SESSION #3

Ms Nomonde Mbadi – Director: Student Recruitment,
University of the Free State

**Strategic student recruitment in South African higher education:
navigating challenges and achieving success.**

11:45 **Moving between breakaway venues.**

12:00 **PLENARY SESSION**
Ms Phuti Mothapo, President – PRISA, Chartered Public Relations Practitioner

Importance of public relations in higher education.

13:00 **Lunch**

14:00 **Preparation for 2023 Excellence Awards**

18:00 **2023 Excellence Awards Ceremony and Gala Dinner**

Theme: **Now you see me – Now you don't ... The masquerade ball**

Venue: **Pigalle Restaurant – Cape Town**
<https://maps.app.goo.gl/EMkKSnhweFRbzDZT6>

