

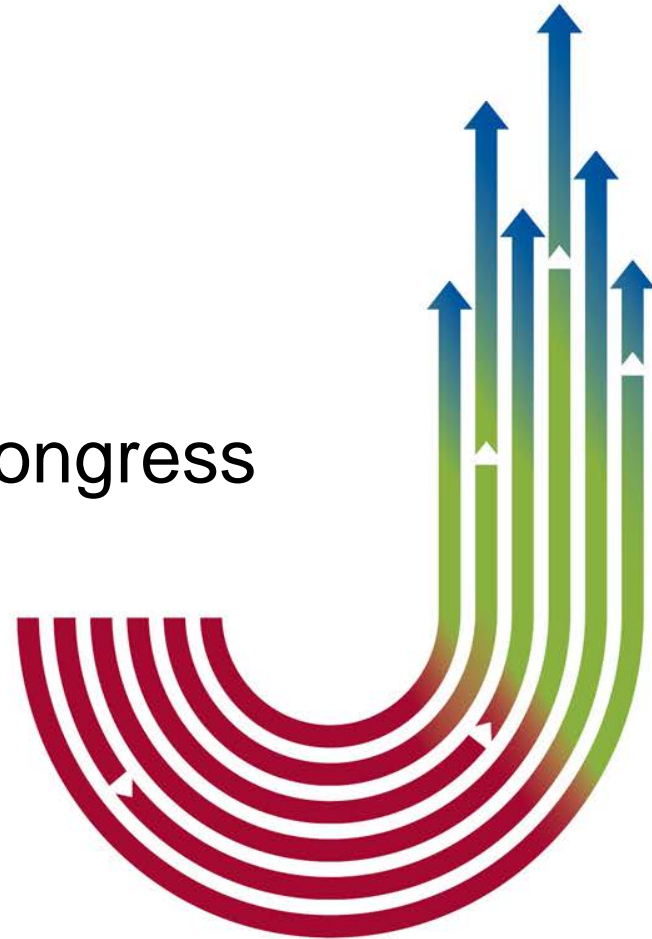


Marketing, Advancement & Communication in Education

Feedback: 2014 National Congress

12-14 November 2014

Sun City



It all starts here[®]



NORTH-WEST UNIVERSITY[®]
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT
INSTITUTIONAL OFFICE

Feedback regarding the congress : 60 responses were received on the questionnaire

- 32% of those who attended indicated that the main reason for attending was the content.
- 48% of those who attended indicated that the main reason for attending was for personal growth and development.
- 94% indicated that the congress met their expectations.
- 73% indicated that the congress content was close to or very satisfactory.
- 81% indicated that the registration process was close to or very satisfactory.

- 83% indicated that the venue was close to or very satisfactory.
- 70% indicated that the food and beverage was close to or very satisfactory.
- 54% indicated that the accommodation was close to or very satisfactory.
- 40% indicated that the Excellence Awards Ceremony was close to or very satisfactory.

Challenges for the host

- Large number of delegates and delegates arriving without having registered.
- Payments to the venue.
- Special invitations.
- Quality of technical support.
- Transport to and from venues.
- Catering for special dietary requirements and delegates not indicating this in advance.
- Giving delegates access to Dropbox.

Income and expenses

- Income from delegates to MACE – R 1 223 776
- Expenses by MACE for payments to Sun City, one speaker and corporate gifts for speakers – R 1 159 656
- According to treasurer still a few payments outstanding.
- Contribution from NWU is R 191 637 and this includes R 70 170 for speakers and their travelling expenses. The remainder is for entertainment, music, décor, promotional material, lucky draws and photographs.
- Not included is sponsorships for especially printing of congress material, some promotional items and design of congress material.

Things done right

- Support from MACE Board.
- Proper planning and commitment of NWU team.
- Making delegates feel welcome.
- Congress material.
- SMS campaign prior, during and after congress.
- Social media campaign.
- Choice of speakers and choice of venue.
- Online registration.

Lessons for future congresses

- Cap number of delegates who can attend.
- Verify attendance of delegates with institutions.
- Rather over budget.
- Have congress venue and accommodation very close to one another.
- Develop MACE website to accommodate uploading of photographs and presentations.

Issues raised by delegates

- Programme very tight and not enough time allowed for informal networking and relaxation.
- Speakers should be industry focused and there must be relevance to higher education sector.
- Excellence Awards programme way too long. Should cut back on announcements (very strong comments about this issue).
- Poor venue for Excellence Awards.
- Need for panel or group discussions.

Topics for future congresses

- Community engagement.
- Events management.
- Crisis communication.
- Science communication.
- Student recruitment.
- Future of advancement in SA.
- Database management.

Questions and comments from the floor

Thank you

