

PROGRAMME

DAY 1:
Wednesday 12 Nov 2014

Time	Session	Topic	Speaker	Board member	Venue
11:00 to 15:00	Registration				
14:00 to 15:00	Checking in and lunch on the Palace Pool Deck				
15:15 to 15:30	Welcoming	General remarks	Phumzile Mmope , Executive Director: Institutional Advancement, NWU and Pooven Naiker , MACE Chairperson		Royal Chambers
15:30 to 16:30	Annual General Meeting		Pooven Naiker , MACE Chairperson		Royal Chambers
18:30 for 19:00	Welcoming dinner – The Valley of the Waves				
<i>Theme: You were on a boat cruise in the Mediterranean. After a heavy storm at sea the liner sank and you were shipwrecked. Please attend in the clothes you had on when you woke up on the beach.</i>					

DAY 2:
Thursday 13 Nov 2014

08:30 to 10:00	Keynote address	Connecting the Past, Present and Future – Panel discussion	Yusuf Abramjee – Head of News and Current Affairs, Primedia Laurika du Bois – Group Marketing, Isa Carstens Academy Theo Venter – Lecturer at the Potchefstroom Business School and Special Advisor to the NWU vice-chancellor		Royal Chambers
10:00 to 10:30	Tea/coffee break				
10:30 to 11:30	Plenary session	Advancement	Prof Loyiso Nongxa – Wits University	Pooven Naiker	Royal Chambers
11:30 to 12:30	Parallel session 1	Fundraising – expectations from the donor	Tersia Mdunge – Manager Corporate Social Responsibility Santam	Pooven Naiker	Protea Chambers
11:30 to 12:30	Parallel session 2	Using data obtained from media analysis to strategise	Linda Weaver – Managing Director: McCann Public Relations/ Weber Shandwick and Media Tenor – Media Research Institute	Normah Zondo	Royal Chambers
11:30 to 12:30	Parallel session 3	Current trends in design	Steven Bosch – Creative Director/Head of Digital: Owen Kessel Leo Burnett	Khabonina Maduna	Orchid 1 Chambers
12:30 to 13:30	Lunch break and networking on the Palace Pool Deck				
13:30 to 14:30	Plenary session	Social media – lessons from the past directing the future	Richard Simmonds – Changemaker & Rulebreaker	Beverley Erickson	Royal Chambers
14:30 to 15:30	Parallel session 1	Engaging with your alumni	Peter Maher – Alumni Relations, Wits University	Phaphama Tshisikhawe	Protea Chambers
14:30 to 15:30	Parallel session 2	What makes a winning publication	Jennie Fourie – SA Publication Forum	Jandré Bakker	Royal Chambers
14:30 to 15:30	Parallel session 3	Protocol – journey from unconscious incompetence to conscious competence	Martin Guni – Training consultant and motivational speaker	Regina Motlhommi	Orchid 1 Chambers
15:30 to 16:00	Tea/coffee break				
16:00 to 17:00	Plenary session	Keeping your brand relevant and competitive	Fraser Lamb – Executive chairperson of Africa & CEO of SA, McCann World Group	Michael Khuboni	Royal Chambers
18:30 for 19:00	Gala dinner and Excellence Awards, Queen's Quarter at the Palace				
<i>Theme: Red carpet – A night at the Oscars</i>					

DAY 3:
Friday 14 Nov 2014

09:00 to 09:30	Feedback	Excellence Awards	Jandre Bakker and Dr Amanda Hamilton-Attwell	Jandré Bakker	Royal Chambers
09:30 to 10:30	Plenary session	Transforming branding and marketing in higher education	Rowan Gatfield – Durban University of Technology	Normah Zondo	Royal Chambers
10:30 to 11:30	Parallel session 1	Stakeholder mapping	Jacqui Greeff – Managing Director, Answered (Research company)	Maishebe Setlatjile	Royal Chambers
10:30 to 11:30	Parallel session 2	Photography that is above the rest	Paballo Thekiso – National Press Club NWU Photographer of the Year	Michael Khuboni	Orchid 1 Chambers
10:30 to 11:30	Parallel session 3	Recruitment in the higher education sector	Dr Isolde Lubbe – Faculty of Management, UJ	Takalani Dzaga	Protea Chambers
11:30 to 12:00	Tea/coffee break				
12:00 to 13:00	Plenary session	Liaising with the media	Devi Sankaree Govender – Carte Blanche	Lacea Loader	Royal Chambers
13:00 to 13:30	Closing remarks	2014 MACE Congress	Pooven Naiker , MACE Chairperson		Royal Chambers
Lunch to go					