

# PROGRAMME

**DAY 1:**  
Wednesday 12 Nov 2014

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

**DAY 3:**  
Friday 14 Nov 2014

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