

DAY 3: Friday, 9 October 2015

Time	Session	Topic	Speaker	Facilitator/Chair	Venue
08h30 to 09h00	Feedback Session	MACE Excellence Awards	Jandré Bakker Director: MACE Excellence Awards	Jandré Bakker	Saddlers Arms
09h00 to 10h00	Plenary Session	How does PoPI Act Affect Marketing and Communication within the HE Space	Peterlia Ramutsheli Project Manager: Protection of Personal Information (PoPI) - UNISA	Setlatjile aMayishebe	Classic Room
10h00 to 10h15	TEA	TEA	TEA	TEA	TEA
10h15 to 11h00	Parallel Session 1	Exploring Realistic Brand Visibility: Re-engineering your Strategies	Charlotte Smit Chief Sales and Marketing Exec: EduLoan	Bev Erickson	The Centenary
10h45 to 11h45	Parallel Session 2	Publications	Rod Mcloud Managing Director: Lightship Communications		Classic Room
11h45 to 12h45	Plenary Session	The Re-engineering Process: Reputation Management in Higher Education	Moshopyadi Heil Director: Reputation Institute South Africa	Normah Zondo	Classic Room
12h45 -13h00	Closing				
13h00	LUNCH ON THE GO				

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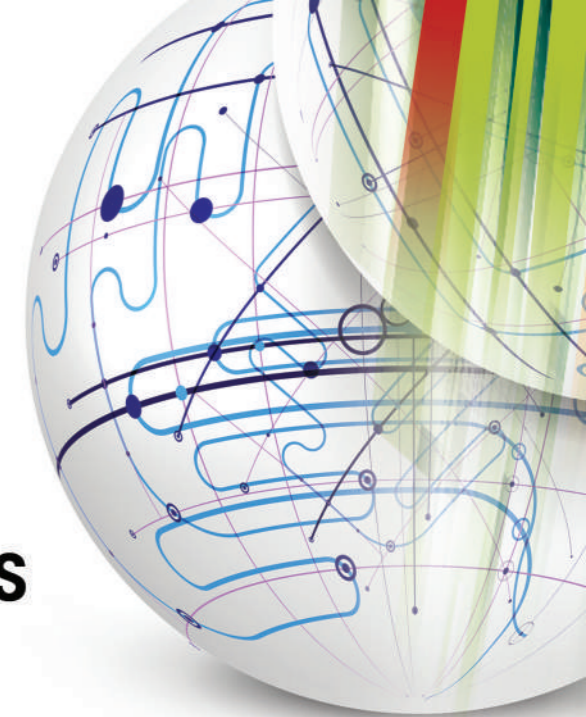
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MACE CONGRESS 2015

Re-engineering Marketing, Advancement, Communication in Education:
 MATCHING SOUTH AFRICA'S HIGHER EDUCATION NEEDS AND CHALLENGES

PROGRAMME



DAY 1: Wednesday, 7 October 2015

Time	Session	Topic	Speaker	Venue
09h00 to 12h00	Arrival and Registration			Sea Cottage/ Classic Room Foyer
12h00 to 13h00	LUNCH	LUNCH	LUNCH	
13h15 to 13h30	Opening and Welcoming	Welcoming Remarks	Pooven Naiker MACE Chairperson Normah Zondo Director: Communications and Marketing, UNIZULU	Classic Room
13h30 to 14h30	Annual General Meeting			
14h30 to 17h00	TOURS	TOURS	TOURS	
19h00 till late	Welcoming Cocktail Event			

DAY 2: Thursday, 8 October 2015

Time	Session	Topic	Speaker	Facilitator/Chair	Venue
08h30 to 09h30	Panel Discussion	Challenges Facing Higher Education: The Impact of Conventional Media vs New Media	Mary Pappaya Independent Media Specialist	Phumzile Mmope	Classic Room
			Alex Mthiyane Gagasi FM		
			Aakash Bramdeo Sunday Tribune		
			Themba Sepotokele GCIS		
09h30 to 10h30	Plenary Session	Foreign Funding for Higher Education	Jill Ritchie Director: Papillon Press and Consultancy	Pooven Naiker	Classic Room
10h30 to 10h45	TEA	TEA	TEA		
10h45 to 11h45	Parallel Session 1	Crisis Communication	Janine Lazarus Media Consultancy	Normah Zondo	The Centenary
10h45 to 11h45	Parallel Session 2	#Social Media	Wayne Roberts iConsultancy	Lacea Loader	Saddlers Arms
10h45 to 11h45	Parallel Session 3	Strategic Eventing	Marlene Govender Marketing Manager ICC Durban	Takalani Dzaga	Classic Room
11h45 to 12h45	LUNCH	LUNCH	LUNCH		

DAY 2: Thursday, 8 October 2015

Time	Session	Topic	Speaker	Facilitator/Chair	Venue
12h45 to 13h45	Plenary Session	The Future and Varying Global Strategies in HE	Nozizwe Madlala-Routledge Executive Director: Inyathelo Institute	Phumzile Mmope	Classic Room
13h45 to 14h45	Parallel Session 1	Essential Media Tools for Managers	Themba Sepotokele Chief Director: Media Engagement at GCIS	Lacea Loader	Classic Room
13h45 to 14h45	Parallel Session 2	The Art of Photography	Anand Govender Creative Director/ Chief Photographer Image Factor	Bev Erickson	Saddlers Arms
13h45 to 14h45	Parallel Session 3	Brand Management	Alister Franz Managing Director: Calefra Group of Companies	Takalani Dzaga	The Centenary
14h45 to 15h00	TEA	TEA	TEA		
15h00 to 16h00	Plenary Session	Politics: How to Tackle Political Potatoes when they Land at your Institution	Kiru Naidoo – Senior Manager: Ministry of Human Settlements	Pooven Naiker	Classic Room
19h00 for 19h30	GALA DINNER	EXCELLENCE AWARDS	Jandr� Bakker Director: MACE Excellence Awards		Sea Cottage