

MACE National Workshop

10 – 11 May 2018, Potchefstroom

hosted by North-West University (NWU), Potchefstroom

Programme

10 May

12:00 – 12:30	Registration and light lunch	
12:30 – 12:35	Opening and welcome	by the MACE National Chairperson, Marick Hornsveld
12:35 – 12:40	Welcoming message	by Clement Manoko, Executive Director: Corporate Relations and Marketing, NWU
12:40 – 13:40	Presentation	Convincing academics to share their research with a wider audience and how to establish him- or herself as an expert in the media – Prof Melville Saayman, Director: Tourism Research in Economic Environs and Society (TREES), NWU.
13:40 – 14:40	Presentation	The transition from an Annual Report to an Integrated Report – Nelia Engelbrecht (NWU Communication Specialist) and Loshni Naidoo (Project Director: Integrated Reporting, SAICA).
14:40 – 15:10	Refreshments and networking	
15:10 – 16:00	Presentation	Preparing a winning Excellence Awards entry – Dr Amanda Hamilton Atwell, Moderator: Excellence Awards.
16:00 – 17:00	Presentation	Taking stakeholder relations to the next level – Nkosana Sibuyi, Regional Manager: Communication and Stakeholder Relations, Eskom.
19:00	Cocktail	Residence of the vice-chancellor

11 May

09:00 – 09:45	Presentation	Web redevelopment – Lessons learnt from engaging with internal stakeholders when organisational change happens – Moira Muller, Web Specialist, NWU.
09:45 – 10:45	Presentation	Adapting to change: The challenges of rebranding an institution – Panel discussion by Clement Manoko, Executive Director: Corporate Relations and Marketing NWU, Vuyokazi Bongela, Deputy Director: Branding NMU, and Ilse Beyers, Brand Manager: NWU.
10:45 – 11:15	Refreshments and networking	
11:15 – 12:15	Presentation	Overcoming the nightmare of protocol – Thabang Chiloane, Executive Head: Public Affairs, Nedbank.
12:15 – 12:45	Light lunch to go and departure	

The MACE Board would like to thank the **North-West University** for hosting this workshop.