



Annual National Congress



28 – 30 November 2018

Experience an authentic taste of Cape culture and see why Capetonians live by the mantra Local is Lekker! This year's Congress is taking place in Cape Town and will be hosted by the Cape Peninsula University of Technology on their Bellville Campus.

This year we have included more talks and skills sessions where you get to learn from your peers. Our breaks are longer

so you can get to know colleagues from other institutions and make the connections you need to succeed.

The Excellence Awards Gala Dinner takes place amongst the vines at the breathtaking Nitida Wine Farm.

Secure your seat and register today, visit **the Congress 2018 website**.

Excellence Awards 'How to' videos a helpful tool



Have you started work on your Excellence Awards entry? If not, now is the time to decide which projects/programmes you want to enter and to start preparing your entries.

A valuable tool to guide you through the entry process is the 'How to' videos in which the moderator of the awards, Dr Amanda Hamilton-Attwell, shares how to prepare your entry. The Excellence Awards website and the Preparing for Excellence Guide also contains detailed information to help you prepare your entries.

SUPER SAVER	EARLY BIRD	FINAL DEADLINE
1 Aug 2018	3 Sep 2018	1 Oct 2018
R500	R600	R800

Call for speakers

Are you an expert in your field and have knowledge to share? We are looking for dynamic speakers for our workshops and Congress. If you have a suggestion, or would like to be a speaker yourself, we'd love to hear from you. Please email chair@mace.org.za with the name of the suggested speaker, topics they can speak about, what makes them an expert, and contact details.

Save the dates

31 July 2018

Free State Regional Workshop

Venue to be confirmed

25 September

Eastern Cape Regional Workshop

Nelson Mandela University, Port Elizabeth

28 – 30 November

National Congress

Cape Peninsula University of Technology, Cape Town

29 November

Excellence Awards Gala Dinner

Nitida Wine Farm, Cape Town

Directors' Symposium

a great success



Define your strategic role and agenda, think smarter and more creatively and always look for areas that need improvement, are just some of the viewpoints shared by experts who addressed delegates at the 4th annual Directors' Symposium.

The Symposium took place on 21-22 June 2018 at Stellenbosch University, and was themed LEADership – Knowing, Going and Showing the Way. The annual event brought together 60 leaders from 17 higher education institutions across South Africa.

The keynote speaker was Dr Morne Mostert, a leading academic and futurist, who delivered a talk titled "Fresh out of crystal balls, but the following might well inform your scenario planning for higher education in the foreseeable future". A wide range of topical issues were addressed during the two-day event, and included topics such as the challenges of redesigning a university website, developing an integrated communication strategy, as well as risk management and social media governance. The use of email and SMS in the higher education sector was also discussed, and the important role alumni play in funding the higher education sector.

The National Chairperson of MACE, Marick Hornsveld says the Symposium provides a platform for talks and peer learning sessions, which allows MACE to fulfil its mandate of contributing to the excellence of marketing, advancement, and communication practitioners in higher education.



Presentations from the Symposium are available on [our website](#).

Payment reminder: Membership

Membership invoices were sent out in April. To enter the Excellence Awards, your institution must be a paid-up member. Members also pay a lower fee for Congress.

If your institution has not received its membership invoice, please request an invoice from the Board Secretary and Treasurer, Candes Keating, by email ckeating@sun.ac.za

Honorary membership



During our Excellence Awards Gala Dinner, we award honorary membership to deserving individuals from the higher education marketing, advancement, and communication sector. Such membership is reserved for individuals who have made a significant contribution to MACE or the

promotion of the marketing, advancement and communication disciplines in the past.

To nominate someone for honorary membership of MACE, please send an email to chair@mace.org.za that includes the name of the person, positions held in the higher education sector, and a motivation as to why

you believe they have made a significant contribution to MACE or the promotion of marketing, advancement and communication within higher education.

Honorary membership is awarded at the sole discretion of the MACE Board of Directors.

UKZN hosts

KZN Regional Workshop



The University of KwaZulu-Natal (UKZN) hosted various higher education institutions during the KwaZulu-Natal Regional Workshop held on 30 May.

The workshop provided an opportunity for MACE members to meet, learn from each other and share ideas and expertise.

Marlene Govender, Founder and CEO of Market Masters International, a strategic marketing consultancy, inspired

attendees with her talk titled “Finding Your Purpose – Your Personal Brand”. She reminded the audience to take care of their personal brand, to love themselves and always be authentic. Some of the tips included aligning your purpose and your social media platforms with the organisation that you are with, staying away from negative comments, using the platform to reiterate who you are, and to find what sets you apart.

‘Why try to fit in when you were born to stand out? Be visible, be authentic and be different,’ she said.

The purpose of the workshop was to also elect the KZN Regional structure. Hazel Langa from UKZN was elected as Regional Chair, Sibongiseni Magwaza from Berea Technical College was elected as Deputy Regional Chair while Rakshika Sibran from UKZN was elected as Regional Secretary.