



## Annual National Congress 2018

29 – 30 November

Cape Peninsula University of Technology, Bellville

Registration  
is now open

Theme:  
“Sharpen your  
blade – skills for a  
new reality”.

## Congress seats selling out fast



Don't wait until it's too late – seats to this year's Congress is limited and selling out fast.

Experience an authentic taste of Cape culture at the MACE National Congress 2018. This year's host, Cape Peninsula University of Technology, will show us why Capetonians live by the mantra Local is Lekker!

### Speakers to look forward to include:



**Bruce Dube**

Managing Director at Nine80 Digital on The future of digital publishing



**Vuyo Bongela**

Deputy Director: Advertising & Branding at Nelson Mandela University on A new name, a new identity – re-positioning of a university



**Karyn Strybos**

Marketing Manager at Everlytic on The email and sms juggernaut

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

Fee for members: R6 000 per delegate  
Fee for non-members: R7 000 per delegate

## A bit of bling...



This year's Gala dinner and MACE Excellence Awards will be held at the breath-taking Nitida Wine Farm, situated in the heart of the Durbanville wine valley, on Thursday, 29 November.

The dress code is black tie, with the theme 'A bit of bling', so dress to impress.

It's going to be a night to remember.

# Notice of Annual General Meeting 2018

Notice is hereby given to the members of Marketing, Advancement and Communication in Education (MACE) of the Annual General Meeting (AGM) to be held on 28 November 2018 at the Cape Peninsula University of Technology Auditorium, commencing at 16:15.

The agenda for the AGM appears below and members who wish to add any points for discussion to the formal agenda, should please forward such topics to the Secretariat via email ([ckeating@sun.ac.za](mailto:ckeating@sun.ac.za)) by no later than seven (7) days prior to the commencement of the AGM.

## Agenda

1. Welcome
2. Attendance register
3. Minutes of the 2017 AGM
4. Chairperson's Annual Report
5. Audited Financial Statements and appointment of auditors
6. Closure

## Colourful conversations over coffee at Central Region event

The re-established Central Region (Gauteng and surrounds) hosted its inaugural regional event in Johannesburg during August. The breakfast session, entitled Conversations over Coffee and Who Does What You Do, afforded practitioners the opportunity to meet their peers and in doing so jumpstart their own multi-institutional networks.

Thirty-two representatives from seven MACE member institutions converged at Wits University's Solomon Mahlangu House for the networking breakfast. After a welcome and regional update from the Chair, Deborah Minors, the programme began with a presentation by Caroline Southey, Editor of *The Conversation Africa* (TCA). Southey showed how TCA could help academics share their research with the public and thereby facilitate greater impact.

Providing an academic-author perspective to Southey's editorial presentation was Mercy Mpinganjira, Professor and Director: School of Consumer Intelligence and Information Systems at the University of Johannesburg. Prof Mpinganjira, who frequently writes for TCA, shared her experience as an academic-author and her observations about the advancement profession. She indicated that mutual benefit could be derived from advancement and academic collaboration.

Follow this link for a video of delegates' comments on the event: <https://bit.ly/2NduRG4>



*TCA academic-author and UJ Professor Mercy Mpinganjira.*



*The Conversation Africa team (L-R):  
Pfungwa Nyamukachi, Caroline Southey and Thabo Leshilo.*

**Photography:** Lauren Mulligan, Wits  
**Videography:** Kgaugelo Pule, UNISA  
**Reporting:** Annette Willemse, NWU

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# Focus on protocol at Free State regional workshop

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*Delegates at the Free State regional workshop*

The Free State region enjoyed the company of Thabang Chiloane, State Protocol Specialist on 31 July 2018 in Bloemfontein. His insights not only on protocol matters, but also business etiquette were enjoyed by representatives, including faculty managers of the University of the Free State, Central University of Technology and Motheo TVET College.

Chiloane highlighted so many issues that we tend to overlook in our day-to-day business. Being aware of protocol and appropriate business etiquette and applying these crucial elements will surely benefit each institution and take us to the next level of professionalism. The afternoon session was spent on guiding tips and pitfalls in preparing entries for the Excellence Awards.

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## Eastern Cape Region hosts successful workshop

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The Eastern Cape Region recently held a successful workshop at Nelson Mandela University. More than 50 delegates representing 10 institutions were in attendance, including six TVET colleges. This was by far the largest Eastern Cape workshop in recent years.

MACE Chairperson, Marick Hornsveld, opened the workshop by outlining the benefits of MACE membership. Dr Tertia Kroukamp, a private psychologist, spoke about staff wellness and the importance of understanding people's personalities in the

workplace. Next up was Qondakele Sompondo from Rhodes University who spoke about developing a fundraising strategy, followed by an interactive panel discussion on increasing student employability with representatives from East Cape Midlands TVET College and Walter Sisulu University.

Paul Geswindt from Nelson Mandela University discussed strategies for engaging with new generation alumni. A panel discussion on 'extinguishing fires' concluded the workshop after lunch.