

## National Workshop

MACE practitioners from across the country gathered at the University of the Free State for the 2019 MACE National Workshop themed "Innovate to Create to Differentiate". The two-day event saw practitioners participate in gamification – a growing event trend which engages attendees through fun and friendly challenges. Various experts also shared their insights on new media, public relations, cultural intelligence, and visual storytelling. Take a look at some of the event photographs:

**FUTURE-PROOF:** Sibusiso Tshabalala, the External Communication Manager for South Africa - Anglo American, shared his thoughts on how MACE practitioners must future-proof their work and institutions. He encouraged the audience to upskill and harness the energy from tech-savvy Millennials and Gen Zs.



**WELL DONE:** The winners of the gamification - Wayne Muller (SU), Niven Maree (UWC), Nashira Davids (UWC), Vicky Simpson (UFS), and Martin Viljoen (SU).



**GAMES:** Practitioners completing a word search, which was part of the gamification activities.



**PLANNERS:** The event was organised by the MACE Free State Regional structure - Leonie Bolleurs (Deputy-chair), Eugene Seegers (Secretary), and Ilze Bakkes (Chairperson).

### Congress registration opening soon

The 2019 MACE Annual Congress will be held in Port Elizabeth on 27 and 28 November 2019. Registration will open soon, so look out for an invitation to register in your Inbox soon.

### Get set, GO!

Entries for the 2019 MACE Excellence Awards are now open, and you are invited to enter. Entering the Excellence Awards gives you the opportunity to showcase the extraordinary work done by you and your team. You can find out more about the entry process by visiting the Excellence Awards website, be sure to work through the Preparing for Excellence Guide. The final deadline for entries is 30 September 2019. Don't delay, start preparing your entries today! [Click here](#) for more information.

# Change is good

South Africa's first free-to-air TV news channel, Open News, is changing the way news is being captured and shared.

And higher education institutions have been challenged to do the same.

At the recent MACE Western Cape Regional Workshop, which took place at the Granger Bay Campus of the Cape Peninsula University of Technology (CPUT), practitioners got first-hand insight into how news is being captured and shared by industry, and how these out-of-the box practices could be utilised by higher education institutions.

Managing Director of Open News, Nisa Allie, told audiences that unlike traditional media houses, their journalist use cellphones as the primary tool to capture content. They also have a fresh approach to news which sees them engage with viewers by providing them with links to social media platforms such as Twitter, and also offer viewers news in a shorter format. These approaches allows viewers to feel engaged, says Allie.

MACE practitioners were also encouraged to showcase their work, such as news articles, by participating in the annual Excellence Awards. MACE Chairperson Marick



**CHANGE MAKERS:** MACE Western Cape Regional Chairperson, Cathy Cloete and Managing Director of Open News, Nisa Allie.

Hornsveld presented an overview of the awards, with a focus on the entry process and the various categories.

MACE Western Cape Regional Chairperson, Cathy Cloete, says a regional event is planned later for this year, and will be hosted by CPUT.

## Measurement is key



**MACE KZN:** The event was attended by communication experts from Berea Technical College, Educor Group, MANCOSA, University of KwaZulu-Natal, Durban University of Technology, Open Learning Group and Amajuba TVET College.

Award-winning communications specialist and founder of AMCC Consulting Daniel Munslow recently facilitated a workshop under the theme 'Showing a Return on Investment for Marketing and Communication Efforts in Higher Education'.

The workshop was part of the MACE KwaZulu-Natal Regional networking session hosted by the University of South Africa.

Munslow believes that outcomes-based measurement and value creation is the next step of evolution on the traditional

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output-based evaluation currently in use. "Measuring the effectiveness of communications is certainly not a straightforward exercise, but is becoming an increasingly vital element of the strategic communication cycle," he said.

Munslow noted there were many methods that could be deployed but that establishing baselines and determining empirically what works were critical.

"Components to measure are awareness and understanding, but also behaviour change and consequently cost effectiveness," he added. "Traditionally, measurement is the last thing that people think about - but sharing the results is what is almost always forgotten. Very often, the

reason survey numbers are low is due to a historic lack of sharing of results."

Munslow argues that without this data, executives do not take communication seriously, which heavily compromises budgets and strategic insights.

"Businesses in the FTSE 250 all place significance on measuring the results and effect of their communication campaigns and how they lead to engagement. They are able to correlate the effectiveness of landing their marketing communication messages with improved levels of engagement, to financial performance," he said.

Munslow advises that 'this is the kind of outcome business leaders want to hear but also implement for greater returns'.

# Merging minds to enhance impact



The MACE Central Region hosted a very successful networking luncheon in Vanderbijlpark. The event, themed "Merging minds: skills for TVETs and Universities" was hosted by the Vaal University of Technology (VUT), and saw representatives from eight institutions – across the Gauteng and the North West province - in attendance.

Deborah Minors, the Chairperson of the Central Region, said the primary aim of the event was to create a platform from where best practices, trends and sectoral challenges could be discussed. Closely linked to this, was

the need to attract practitioners from the Technical and Vocational Education and Training – or TVET, segment of the sector. The latter was definitely effective and delegates welcomed colleagues from Flavius Mareka College, the Tshwane North TVET College, the Tshwane South TVET College and the Sedibeng TVET College.

The programme of the day included a welcoming address by Prof Gordon Zide, Vice-Chancellor and Principal of VUT. It was not only his address that evoked cheer from the delegates, but also his passion for and appreciation

of the work done by practitioners within marketing, advancement and communication. He described these functions as the very engine room of an institution and proudly announced that he himself is a member of MACE.

The skills acquisition part of the event saw three presentations delivered, namely: Implementing the findings of an internal communication audit (North-West University), Preparing for the 2019 MACE Excellence Awards (Lacea Loader, MACE National Board Member) and, How we won (North-West University).



**SUPPORTER:** Prof Gordon Zide, Vice-Chancellor and Principal of VUT, delivered the welcoming address.



**BEST PRACTICES:** Delegates listening to a talk on internal communication.