

# Reminder

## NATIONAL DIRECTORS' SYMPOSIUM

6-7 June 2017

UKZN Westville Campus

You are invited to attend the 3rd Annual National Directors' Symposium during which valuable information for senior leaders in Marketing, Advancement, and Communication will be shared and an opportunity will be provided to network with your peers.

This year, the MACE Board again endeavoured to include a wide range of speakers on a variety of topics relating to various aspects of leadership.

**Host:** University of KwaZulu-Natal

**Facilitator:** Dr Riaan C Els

**Date:** 6 and 7 June 2017

**Venue:** Graduate School of Business and Leadership Auditorium, Westville Campus, UKZN, Durban

**Times:** 11:30 on 6 June 2017 to 13:30 on 7 June 2017

**Cost:** **Free of charge for members**  
(Delegates are responsible for their own travel and accommodation arrangements)

### Who should attend:

All management, supervisory level, and senior practitioners in Marketing, Advancement, and Communication at HE and TVET Institutions in South Africa

### Registration:

Click on this link and register by **Thursday, 1 June 2017:**

<http://mace.org.za/events/symposium/directors-symposium-2017/>

### Enquiries:

[chair@mace.org.za](mailto:chair@mace.org.za)

**We look forward to your attendance.**

**Lacea Loader**  
National Chairperson

# Programme

Tuesday 6 June 2017



| Time  | Topic/Activity   |
|-------|--|
| 11:00 | Arrival and Registration of Delegates  |
| 11:30 | A Word of Welcome by Ms Lacea Loader – MACE National Chairperson   |
| 11:40 | Introductions, Purpose, and Programme by Dr Riaan Els – Facilitator  |
| 11:55 | Introduction of the <b>Keynote Speaker</b> by Ms Lacea Loader:<br><b>“The Game of Change: New Industries and the Skills Required to Drive these Industries”</b><br>by Mr Dion Chang from Flux Trends   |
|       | Questions and Answers  |
| 13:15 | Lunch  |
| 14:15 | <b>Leadership Skills Development: Parallel Work Sessions</b><br><b>“Strategic Planning and Strategic Thinking: Linking Your Strategy to the Institution’s Business Plan”</b><br>by Mr Simon Tankard, Chief Executive Officer, UKZN Extended Learning,<br>with an introduction by Ms Candes Keating – Member of the MACE Board of Directors<br><b>“Institutional Staff Development: Getting Value for you and your Team”</b><br>by Ms Juanita Burjins, Head: Development, Training, and Learning, UFS,<br>with an introduction by Mr Thabo Mpumlwana – Member of the MACE Board of Directors  |
| 15:15 | Tea/Coffee/Refreshments  |
| 15:30 | <b>Continuation of Leadership Skills Development: Parallel Work Sessions</b><br><b>“Mentorship and Coaching: Setting Standards and Breaking Boundaries”</b><br>by Mr Shawn Naidu, Founder and Managing Director of the All Things Are Possible Group (Pty) Ltd (ATAP),<br>with an introduction by Ms Mamosa Makaya – Member of the MACE Board of Directors<br><b>“Impactful Engagement with your Team: How to be Present, Listen Actively, and Create a Culture Inviting Trust”</b><br>by Ms Busisiwe Ramabodu, Director: Human Resources Development, UKZN,<br>with an introduction by Mr Kevin Johnson – Member of the MACE Board of Directors |
| 16:30 | Closure of Symposium Day I and Evening Arrangements by Ms Normah Zondo from the Host Institution – University of KwaZulu-Natal   |
| 19:00 | Joint Dinner at <i>moyo uShaka at uShaka Marine World</i>  |

# Programme

Wednesday 7 June 2017



| Time  | Topic/Activity  |
|-------|---|
| 08:30 | Welcome Back and Introduction of Dr Albert van Jaarsveld, Vice-Chancellor and Principal, University of KwaZulu-Natal, by Ms Normah Zondo, National Vice-Chairperson of MACE   |
|       | Welcome Message by Dr Van Jaarsveld   |
|       | Introduction of Specialist Presenter by Ms Normah Zondo   |
| 08:40 | <b>Specialist Presentation:</b><br>“Effective Leadership in Tough Times”<br>by Mr Brand Pretorius, retired CEO of McCarthy Ltd and Public Speaker   |
|       | Questions and Answers   |
| 09:40 | Introduction of Guest Presentation by Ms Marick Hornsveld, Member of the MACE Board of Directors<br>“ <i>Whereto From Here? – A Future Perspective on the Way Forward for HE in South Africa</i> ”<br>by Prof Ahmed Bawa – Chief Executive Officer, Universities South Africa (USAf)  |
|       | Questions and Answers   |
| 10:40 | Tea/Coffee/Refreshments   |
| 11:00 | <b>Showcasing Best Practice – Parallel Work Sessions</b><br>“ <i>Effectively Measuring Institutional Reputation</i> ”<br>by Ms Regine le Roux from Reputation Matters<br>with an introduction by Mr Maishebe Setlatjile – Member of the MACE Board of Directors<br>“ <i>Utilising Data to Focus your Advertising Strategy</i> ”<br>by Mr Ryan Smit from Silverstone and Adjoin Media<br>with an introduction by Ms Candes Keating – Member of the MACE Board of Directors<br>“ <i>The Design and Development of an Integrated Communication Strategy for SU – A Participatory Approach</i> ”<br>by Dr Phumzile Mmope from Stellenbosch University<br>with an introduction by Mr Jandré Bakker – Member of the MACE Board of Directors<br>“ <i>Challenging Times for Alumni Programmes, Soliciting Alumni Giving, and Young Alumni Initiatives</i> ”<br>facilitated by Mr Peter Maher from the Wits,<br>with an introduction by Mr Thabo Mpumlwana – Member of the MACE Board of Directors |
| 12:00 | MACE Executive Directors’ Input into Future Programme Planning facilitated by Ms Lacea Loader and Dr Riaan Els  |
| 12:20 | A Word of Gratitude and Closure by Ms Lacea Loader – MACE National Chairperson  |
| 12:30 | Lunch   |
| 13:00 | Departure   |