



Marketing, Advancement & Communication in Education

# National Directors' Symposium Programme

## LEADership

**Knowing, Going and  
Showing the Way**



21-22 June 2018

Stellenbosch University



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# Programme

Thursday, 21 June 2018

Time	Activity
11:30	Arrival and registration of delegates
12:00	Lunch
13:00	Word of Welcome by <b>Ms Marick Hornsveld</b> , MACE Chairperson
13:05	Introduction, Purpose and Programme by <b>Dr Riaan Els</b> , Facilitator
13:10	Sharing and getting to know our colleagues – “Professional Speed-dating” by <b>Dr Riaan Els</b>
14:00	<b>KNOWING THE WAY:</b> <b>Keynote address</b> <i>“Fresh out of crystal balls, but the following might well inform your scenario planning for higher education in the foreseeable future”</i> by <b>Dr Morne Mostert</b> , Institute for Futures Research
15:00	Tea/Coffee/Refreshments
15:30	<b>SHOWING THE WAY:</b> <b>Peer learning &amp; sharing session</b> <i>“The process of designing and developing an integrated communication strategy for SU”</i> by <b>Dr Phumzile Mmope</b> , Corporate Communication Division - Stellenbosch University
16:30	<b>SHOWING THE WAY:</b> <b>Peer learning &amp; sharing session</b> <i>“Best you grow hair – everywhere: the challenges associated with designing/redesigning a new university website”</i> by <b>Ms Kylie Hatton</b> , Communication and Marketing Department - University of Cape Town
17:30	<b>Networking social and dinner</b>





# Programme

Friday, 22 June 2018

Time	Activity
08:25	Welcome back and logistics by Ms <b>Candes Keating</b> , MACE Secretary/ Treasurer
08:30	<b>GOING THE WAY:</b> <b>Leadership inspiration address</b> <i>“Against the odds – leading in challenging times”</i> by <b>Ms Alana James</b> , The Sunflower Fund
09:30	Quick discussion: Entering strategic plans for the Excellence Awards by <b>Dr Riaan Els</b>
09:45	Tea/Coffee/Refreshments
10:15	<b>SHOWING THE WAY:</b> <b>Showcasing best practice – parallel work sessions:</b> <i>“Risk management and social media governance for higher education institutions”</i> by <b>Mr Sandro Milo</b> , Eversheds Sutherland <i>“The Email and SMS Marketing Juggernaut”</i> by <b>Ms Karyn Strybos</b> , Everlytic <i>“Alumni as a source of funding – untapped source or unwilling benefactor?”</i> Panel discussion by <b>Ms Samantha Castle</b> , UP; <b>Mr Qondakele Sompondo</b> , RU; <b>Mr Paul Geswindt</b> , NMU; <b>Prof Anesh Singh</b> , UKZN Foundation Trust
11:15	<b>GOING THE WAY:</b> <b>Specialist presentation</b> <i>“Leading yourself when thrown under a bus in your own institution”</i> by <b>Mr Iain Shippey</b> , Nonkululeko Leadership Consultancy
12:15	A word of gratitude and closure by <b>Ms Marick Hornsveld</b> , MACE Chairperson
12:20	<b>Lunch</b>
13:00	Departure

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## Dr Morne Mostert

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**Director: Institute for Futures Research, Stellenbosch University**



As Director of the Institute for Futures Research at Stellenbosch University, Dr Morne Mostert advises globally on Futures-based executive decision-making in Geneva, London, Paris, the Middle East and several African countries. His areas of specialisation include futures thinking, strategic thinking, systems thinking and creative innovation. He is a recognised thought leader in the business media. Mostert is also the author of *Systemic Leadership Learning – Leadership Development in the Era of Complexity*, a prescribed text for several international programmes. He is a member of the ILO international panel of experts on the Future of Work.

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## Dr Phumzile Mmope

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**Senior Director: Corporate Communication, Stellenbosch University**

Dr Phumzile Mmope's extensive knowledge and experience in the higher education sector span over 17 years including 12 years' strategic management experience at executive level. She joined Stellenbosch University in January 2016 following a rewarding nine-year journey at North-West University as the Executive Director: Institutional Advancement. Her portfolio at SU includes developing and implementing strategies for positioning the SU brand favourably, effective communication programmes and optimising stakeholder relationship management. Mmope is very passionate about the strategic role of communication and branding at universities, and her credentials attest to her passion in this regard. She is a published author of a book titled: *'Engaging the workforce'*.



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## Ms Kylie Hatton

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**Director: Communication and Marketing Department, University of Cape Town**



Kylie Hatton is the Director for Communication and Marketing at the University of Cape Town. The university has been at the centre of three of the most tumultuous years in higher education in South Africa since democracy in 1994. As the director she is responsible for overseeing the daily operational work of the department – this covers the social, digital, online and print media teams; the newsroom team; and the events, public relations, marketing and stakeholder management teams. During this period Hatton has gained knowledge and experience of, and insight into, multiplatform communication, crisis communication and engaging with the growing social media landscape.



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## Ms Alana James

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**CEO: The Sunflower Fund**



Ms Alana James is a passionate leader, and a creative systems thinker committed to the brands, organisations and teams she has led. Over the last 15 years, she has developed a strong international network and offers global experience in brand strategy, development and turnaround strategy, project and operational management, social ethics and corporate social investment and operational efficiency. She has worked with various high-profile companies and organizations such as Virgin Active, Trinergy Brand Connectors, Vodacom, Woolworths, University of Cape Town, CBM International, Amway, Freeplay Foundation, JRS Biodiversity Foundation and UNICEF.

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## Mr Sandro Milo

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**Partner and Head of Employment Law, Eversheds Sutherland Attorneys**

Mr Sandro Milo is an admitted attorney of the High Court of South Africa and heads up the South African Employment Law practice of global law firm, Eversheds Sutherland. He specialises in all aspects of employment law, social media law and civil litigation. He has keen interest and expertise in the Education Sector where he routinely advises three well-renowned Universities on the particular challenges faced by tertiary institutions. Milo is also a regular commentator on South African employment law and has published several articles on his own and in collaboration with a Judge of the Labour Court of South Africa.



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## Ms Karyn Strybos

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**Brand Manager: Everlytic**



Ms Karyn Strybos is the Brand Manager of Everlytic, a SaaS marketing automation platform. With over 13 years' experience in the digital marketing industry she brings knowledge from both agencies and corporates alike. Her strong project and brand management skills have enabled her to deliver effective marketing campaigns that drive true business results. She has worked on various brands within the B2B and B2C space, some of which include DSTV, Accenture, HP, Hewlett Packard Enterprise, First Car Rental, Bioplus, PQ and Adcock Ingram.

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## Ms Samantha Castle

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**Senior Manager: Alumni Relations, University of Pretoria**



Ms Samantha Castle is an experienced programme manager and fundraiser. She joined the University of Pretoria in 2018. Prior to that, she served as Alumni Relations Manager at the University of the Western Cape. She has more than 10 years' professional experience in philanthropic programme development, social entrepreneurship, project design and monitoring and evaluation.

In her role, Castle is responsible for alumni outreach, marketing, events, fundraising and works closely with faculties, alumni chapters and alumni interest groups. Castle is honoured to help lead efforts to engage alumni and promote the University of Pretoria as a leading research institution in South Africa.

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## Mr Qondakele Sompondo

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**Manager: Alumni Relations and Fundraising, Rhodes University**

Mr Qondakele Sompondo joined Rhodes University's Department of Alumni Relations and Development in 2011. Prior to joining Rhodes, he worked at Ubuntu Education Fund in Port Elizabeth for nine years as Director of External Relations. This community-based organisation is an incredible success story, with several of its members having studied or are currently studying at Rhodes. Part of its success can be attributed to the efforts of Sompondo. His responsibilities at Rhodes include enhancing existing relationship building and fundraising programmes with a specific focus on building relationships with a carefully selected group of 'influential' Old Rhodians. Ultimately, his efforts are directed towards encouraging this community to support the University's objectives and needs.



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## Mr Paul Geswindt

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**Director: Alumni Relations, Nelson Mandela University**



Mr Paul G.G. Geswindt has extensive experience in the education sector. He started his career as a teacher and went on to become the Deputy Chief Education Specialist for the Department of Education in the Eastern Cape. He is the former Chairman of the Association of Commonwealth Universities PR, Communication & Marketing Networks, and the former Chairman of the Southern African Higher Education Alumni Consortium. He currently serves as trustee on a number of community and non-profit organisations at local, provincial and national levels. His qualifications include a BCom(Ed), BComHons, PGDE (Educational Management) and an MA (Development Studies).



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## Prof Anesh Singh

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**Executive Director, UKZN Foundation Trust**



Prof Anesh Singh is the Executive Director of the University of KwaZulu-Natal (UKZN) Foundation, the fundraising arm of the University. He has served UKZN for the past 19 years, having held several academic and leadership positions in the School of Management, Information Systems and Technology, and the Graduate School of Business (GSB), where he was the Head of School.

Singh's last academic position was Dean and Head of the School of Accounting, Economics and Finance. One of the highlights of his career was leading the GSB to be the TOP BRAND in KwaZulu-Natal in 2011.

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## Mr Iain Shippey

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**Trainer and Facilitator: Nonkululeko Leadership Consultancy**

Mr Iain Shippey is passionate about people, leaders and organisations, and understanding what makes them excel. He consults and facilitates in the areas of leadership development, skilful change management, team dynamics, employee engagement, embedding new culture, and strategy implementation. Shippey thrives when championing or participating in key projects and initiatives that require the collaboration and synergy of different stakeholders to achieve extraordinary results. He is known for his ability to connect people and catalyse environments in which individuals can leverage their strengths to add maximum value. Shippey was previously a partner at Change Partners, one of South Africa's foremost Transformational Practitioners and Leadership Coaching companies.



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The **MACE Board** would like to thank  
**Stellenbosch University, The Carl and Emily Fuchs Foundation,**  
and **Fujifilm South Africa** for their contribution to the symposium.

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