



Marketing, Advancement & Communication in Education

## 2024 NATIONAL CONFERENCE PROGRAMME

Host: Cape Peninsula University of Technology (CPUT)

**Maximising Impact: Innovative Strategies for Transformative  
Higher Education Marketing, Communication and Advancement**

### DAY I

**Wednesday, 27 November 2024**

**08:30 Delegate registration**

**10:00 Opening of Conference 2024**  
Programme Director: Mr Louis Jacobs

**10:15 Introduction: Vice-Chancellor CPUT**  
Dr Garth van Gensen, Director: Marketing and Communication (Cape Peninsula University of Technology)

**Welcoming address**  
Prof Chris Nhlapo, Vice-Chancellor and Principal (Cape Peninsula University of Technology)

**10:25 Keynote address**  
*Making education relevant in building South Africa together*  
Dr Imtiaz Sooliman, Founder and Chair: Gift of the Givers

**11:10 Tea/Coffee and refreshments**

**11:30 AI Workshop**  
*How to actually use the AI tools*  
Mr Simone Zanetti, Director: The Zanetti AI Institute

**13:15 Lunch**

**14:15 Plenary session**  
*Growing greatness: a journey towards personal and business mastery*  
Dr Pepe Marais, Group Integrated Chief Creative Officer: Joe Public

**15:00 Masterclass: 2023 Excellence Awards Winners**  
*2023 Chairperson's Award of Excellence: UFS Women's Day Breakfast Event*  
Ms Burneline Kaars, Head: Employee Wellness and Organisational Development (University of the Free State)

*2023 Gold Award of Excellence: Crisis management campaigns: a watershed moment*  
Ms Tertia Kruger, Director of Communication: Corporate Communication (Stellenbosch University)  
Mr Martin Viljoen, Manager: Media (Stellenbosch University)

**15:45 MACE Annual General Meeting 2024**  
Mr Silvanus Welcome, Chairperson: MACE Board of Directors

**16:30 Closure of Day I**  
Programme Director: Mr Louis Jacobs

**16:45 Group photograph**

**17:00 Welcome cocktail**  
CPUT Pool Clubhouse



## DAY 2

Thursday, 28 November 2024

**08:30 Delegate arrival, coffee and tea**

**09:00 Welcome back | Day 1 reflection**  
Programme Director: Ms Marick Hornsveld

**09:15 Panel discussion**  
*Internal communication as a tool of institutional culture and change management*  
Ms Shelagh Goodwin, General Manager: Human Resources (Media24)  
Ms Leanne Koopman, Senior Manager: Group Internal Communications (Shoprite Group of Companies)  
Ms Buhle Zuma, Senior Communications Officer (University of the Witwatersrand)  
Mr Elijah Moholola, Senior Manager: Media and Social Media (University of Cape Town)  
Panel Facilitator: Mr Pieter Swart, Director: Special Projects (Stellenbosch University)

**10:00 Moving to breakaway venues**

**10:15 Parallel peer learning and sharing sessions**  
**COMMUNICATION**  
*Introduction to Higher Health and collaborations with universities*  
Ms Stephanie Hendry (Universities Manager: Higher Health)  
Mr Nashveer Nemesar (Communications Manager: Higher Health)

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### ADVANCEMENT

*Global trends in higher education institutions: current and future directions for advancement*  
Dr Nell Ledwaba, Senior Manager: Faculty Coordination and Alumni (University of Johannesburg)

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### MARKETING

*Unveiling higher education marketing: right information, wrong audience – tailoring precision to reach the ideal audience!*  
Prof Nadine Oosthuizen, HOD: Management (Rhodes University)

**11:00 Moving back to main venue**  
Grab-and-go coffee / tea

**11:30 Plenary session**  
*The case for commercial: the key considerations for your regional story to pass muster with a national TV station*  
Mr John Bailey, Managing Editor: eNCA

**12:30 Lunch**

**13:15 Moving to breakaway venues**

**13:30 Parallel peer learning and sharing sessions**

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### CRISIS COMMUNICATION

*The role of predictive counsel in crisis prevention*  
Ms Nomalungelo Faku, Managing Director (Sahara Salt Consulting)

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### RECRUITMENT

*Maximising student recruitment initiatives for institutional sustainability as viewed through the lens of the JuniorTukkie 20-year journey*  
Mr Wallace Isaacs, Deputy Director - Enrolment and Student Administration (University of Pretoria)

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### FUNDRAISING

*Setting your fundraising target in an unpredictable economy*  
Ms Celeste Rossouw, Senior Manager: Data Analytics (North-West University)  
Ms Vera Adams, Manager: Donor and Alumni Relations (University of the Western Cape)

**14:15 Moving to main venue**

**14:30 Plenary session**  
*Eyes up! Trends and shifts that deserve your attention*  
Ms Doris Viljoen, Director: Institute for Futures Studies (Stellenbosch Business School)

**15:15 Closing of conference Day 2**  
Programme Director: Ms Marick Hornsveld

**18:00 2024 Excellence Awards Ceremony and Dinner**  
Under the African Skies  
Eureka Estate, Durbanville

