



POLICY

Co-hosting/Co-branding of Events and Utilization of MACE Branding by Third Parties

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Purpose:

The purpose of this policy is to clarify the guidelines for regulating the co-hosting and/or co-branding of events by members of the organisation and for the utilisation of MACE branding by any third parties.

Scope of Application:

The policy applies in general to all member institutions of MACE and in particular has bearing on the organisers of activities that are proposed to be jointly facilitated/presented/co-hosted by either a member institution or any other third party that might wish to co-brand an event/seminar/workshop/conference/ activity/launch/function/publication.

The policy should also be read in conjunction with the Memorandum of Incorporation (MoI) of the organisation.

Context:

The Board of Directors (BoD) of MACE carries the responsibility for protecting and promoting the good standing, reputation and brand identity of the organisation. From time to time the Board is approached by either practitioners from within the HE and TVET sectors (regardless of whether they are members of MACE or not) with a proposal to co-host some event/activity that the institution is planning to present. The nature of such association between the two parties could take on various forms, including that of co-hosting, co-branding, joint organising/inviting a shared data-base of potential attendees, shared funding/fundraising, dual programme facilitation, etc.

Likewise, planned initiatives have in the past been proposed by third parties (that is, organisations that are not members of MACE) who have requested permission to utilise MACE branding in order to bolster the marketability or content of a planned programme/event/conference (such as those promoted by CASE, Universities SA, etc).

Albeit that these proposals are mostly well intended, it has become necessary to define the guidelines that regulate such associations and to clarify the principles that aim to protect the appropriate use of MACE's corporate identity.

Process and Guidelines:

The guidelines for co-hosting/co-branding events and obtaining authorisation are as follows:

1. Authority to Approve Requests for Co-hosting/Co-branding

Only the BoD has the authority to approve the co-hosting/co-branding of events between MACE and either member institutions or third parties – this authority to grant permission does not reside at regional structure level. A request in this regard should hence always be referred to EXCO for a decision on behalf of the Board. Applicants should bear in mind that EXCO should be approached timeously in order to seek approval, well in advance of the actual date, while EXCO should respond without any delay in order not to defer the decision-making process.

2. Factors to be Considered when Granting Permission

When assessing an application to co-host/co-brand an event, EXCO is required to give effect to the Board's responsibility for managing any potential reputational risk, for ensuring the appropriate level of quality control in terms of utilising the organisation's branding/corporate identity and for maximizing the opportunities to promote MACE among its various stakeholders.

In practice, the following factors should be taken into consideration when assessing such a request:

- the degree of alignment between the proposed event/activity and the strategic goals of MACE
- the agenda (overt or underlying) of the proposed collaboration or the expressed purpose of the suggested association with MACE
- the probability of any reputational risk that might be encountered through association with either the organising institution, the nature of the actual event itself or its funding partners
- the opportunity of promoting MACE and its organisational goals among stakeholders as part of the formal programme schedule
- the potential benefits for MACE members (including, for example a reduced enrolment fee for members who wish to attend/enroll, where relevant)
- the resources required and/or cost implications that might be incurred
- the actual content of the programme and the weighting allocated to MACE-related matters
- the ability to control the quality of MACE branding to be utilised by the host institution
- the opportunity to share in the income that is to be generated (in the instance of an income-generating event).

3. Clarification of Roles and Mutual Expectations

It is imperative to clarify the expectations of each of the parties up-front and in doing so, to differentiate between the roles of the primary host institution and that of MACE. Subject to obtaining approval for co-hosting/co-branding, and depending upon the agreement reached between the parties, the role of the primary host normally entails the following:

- organising the activity's programme/schedule, its content and the speakers/presenters themselves
- making all the necessary logistical arrangements (including the venue/s, catering, media, social entertainment, accommodation and travel arrangements (where applicable)
- distribution of the invitations and marketing of the event to the target audience
- obtaining the required levels of sponsorship/funding for the event

- controlling the quality of the programme implementation on the day of the event
- managing the registration, invoicing, administration and financial matters relevant to the event, including any invoicing of charges for MACE participants directly.

The contribution of MACE could entail the following:

- co-branding of the event
- promoting the event among MACE stakeholders, including the dissemination of invitations to the relevant target group on the MACE database
- participation in the programme as scheduled and agreed upon (in the form of making a presentation, participating in panel discussions, leading seminar groups, etc)
- ensuring quality control of the utilisation of MACE's branding and acting as an ambassador for the organisation/promoting MACE's strategic goals during the event
- optimising opportunities for networking, collaboration and partnerships with external stakeholders
- monitoring the impact and reporting back to the BoD on the event.

In line with the requirements of the Protection of Personal Information (POPI) legislation, it is noted that MACE will not be supplying a database that contains contact details of members to any third parties. Rather, invitations to the co-branded event will be distributed to MACE members through the organisation's own internal communication channels.

4. The Process for Agreeing on Co-hosting/Co-branding

Any request for co-hosting/co-branding of events should be referred in writing to EXCO for approval. Once the relevant factors as described above have been taken into consideration, EXCO will inform the institution/third party of the outcome of their decision. It is advisable that the decision be communicated in writing to the applicant, using the opportunity to briefly stipulate the extent of MACE's involvement and clarifying the respective roles (in accordance with the guidelines of this policy as described above).

It is furthermore understood that a brief report of the event is to be submitted to the BoD after the activity has been concluded.

5. The Utilisation of MACE Branding by Third Parties

The BoD assumes responsibility for managing MACE's brand identity in achieving a consistent and appropriate image for the organisation that specifically operates within the ambit of, amongst others, marketing and communication. Portraying the desired image of the organisation is accepted as a cornerstone of establishing and maintaining a positive perception of the organisation among its own members as well as amid external stakeholders.

To this end, the utilisation of the organisation's corporate/visual identity (including the logo, colours, typography/fonts, graphics and slogan) is to be strictly controlled, both with regard to the quality thereof and uniformity in terms of its utilisation. Any third party that has been authorised to make use of the MACE brand image is hence to be supplied with the relevant branding material (electronically or in whatever design required) in a protected format/without the option of tampering with elements thereof.

Care should furthermore be taken in balancing the "weighting" of co-branded identities (thus not allowing MACE to be perceived as a "secondary or inferior" partner in any co-branded scenario) and safeguarding the presentation of MACE's identity in an attractive and consistent fashion. In the event that any level of co-branding should involve a publication, the relevant MACE contact person should insist upon an opportunity to proof read/authorize the contents prior to dissemination. Any

questions/enquiries/uncertainties with regard to implementing, streamlining, controlling, maintaining and managing the utilisation of MACE's corporate identity/branding by any third parties should be referred to the BoD for clarification/approval.