



## Directors' Symposium

21-22 June 2018, Stellenbosch



Registration for the 2018 Directors' Symposium is now open.

Themed "LEADership – Knowing, Going and Showing the Way," the symposium, which will be hosted by Stellenbosch University, is aimed at management, supervisory level, and senior practitioners in Marketing, Advancement, and Communication at HE and TVET Institutions in South Africa.

Dr Morne Mostert from the Institute for Futures Research will deliver the key address titled "Fresh out of crystal balls – but the following might well inform your scenario planning for higher education in the foreseeable future." Attendees will also have the opportunity to participate in discussions

that will unpack challenges facing the sector, such as risk management and social media governance as well as alumni and their role in funding.

To attend, register before 15 June 2018.

Attendance is free for members. Accommodation and travel costs are for your own account.

**Find out more and register at**  
<http://mace.org.za/events/symposium/directors-symposium-2018/>

## Congress 2018

Get ready! Registration for Congress 2018 will open in June. This year's Congress, hosted by the Cape Peninsula University of Technology in Bellville, is not to be missed.

## Save the dates

**28 – 30 November 2018**

National Congress, Bellville, Cape Town

**29 November 2018**

Excellence Awards Gala Dinner, Durbanville

## Call for speakers



Are you an expert in your field and have knowledge to share? We are looking for dynamic speakers for our workshops and Congress. If you have a suggestion, or would like to be a speaker yourself, we'd love to hear from you. Please email [chair@mace.org.za](mailto:chair@mace.org.za) with the name of the suggested speaker, topics they can speak about, what makes them an expert, and contact details.

## Payment reminder: Membership

Membership invoices were sent out in April. To attend the Directors' Symposium and regional workshops, and enter the Excellence Awards, your institution must be a paid-up member. Members also pay a lower fee for Congress.

If your institution has not received its membership invoice, please request an invoice from the Board Secretary and Treasurer, Candes Keating, by email [ckeating@sun.ac.za](mailto:ckeating@sun.ac.za)



# NWU hosts

## MACE National Workshop

The North-West University (NWU) hosted the annual MACE National Workshop on 10 and 11 May 2018 at the NWU's campus in Potchefstroom.

Sixty delegates from 14 institutions across the country attended the two-day workshop, and for many it was their first MACE event.

In typical MACE tradition, delegates had the opportunity to engage with

corporate and industry leaders on various topics. These included re-branding an institution, getting academics to share their expertise, overcoming the nightmare of protocol, adapting your website to a changed environment, how to keep your stakeholders involved and changing your annual report to an integrated report.

One of the main objectives of MACE is to create a platform for its members where

they can learn from peers and establish sound networks. Not only were delegates afforded this opportunity during the workshop, but also during the cocktail event.

Delegates commented that the workshop was "well organised", "perfectly planned", "of a high standard", "topical speakers", and "an event not to be missed". This surely gives an indication of the value added through national events such as this one.



# Regional workshops kick off in Gauteng



The Central Region (Gauteng and surrounds) kicked off the annual MACE regional programme during a recent workshop, which saw 30 representatives from five MACE member institutions converge at Wits University.

The workshop provided attendees with the opportunity to network and to get valuable insights on various topics from industry experts. Speakers included Kate Wilson, a senior researcher at Africa Check who delivered a presentation on the changing face of SA's public universities, and Jerome September, the then Deputy Dean of Student Affairs at Wits University who shared his views on the student experience.

A highlight of the event was the election of the new regional structure, which includes of the following MACE representatives:

- Regional Chairperson: Deborah Minors, Senior Communications Officer, Wits University
- Deputy Chairperson: Kgaugelo Pule, Social Media Coordinator, UNISA
- Secretary: Annette Willemse, Corporate Communication Practitioner, North West University



*The newly elected Central regional structure: (L-R) Annette Willemse, Kgaugelo Pule, and Deborah Minors*

The newly elected regional structure are looking forward to collaborating with universities and TVETs in the Central Region.

"We who work to advance our universities and TVETs do important work. I am committed to extending MACE's leadership function through skills development to TVETs in particular,

and to invigorating the central region. Geographically and strategically, the central region is significant for higher education in South Africa," says Minors.

**Watch out for communication from MACE with details of regional workshops that will take place in your region this year!**

## Honorary membership



During our Excellence Awards Gala Dinner, we award honorary membership to deserving individuals from the higher education marketing, advancement, and communication sector. Such membership is reserved for individuals who have made a significant contribution to MACE or the

promotion of the marketing, advancement and communication disciplines in the past.

To nominate someone for honorary membership of MACE, please send an email to [chair@mace.org.za](mailto:chair@mace.org.za) that includes the name of the person, positions held in the higher education sector, and a motivation as to why

you believe they have made a significant contribution to MACE or the promotion of marketing, advancement and communication within higher education.

Honorary membership is awarded at the sole discretion of the MACE Board of Directors.