



Marketing, Advancement & Communication in Education

National Skills Workshop | 10-11 April 2019

Centenary Complex,
University of the Free State,
Bloemfontein Campus

Programme



**Innovate to Create
to Differentiate**

Day 1 – 10 April 2019

MC: Eugene Seegers

11:30–12:30	Registration and Lunch
12:30–12:35	Welcoming Message Louis Jacobs
12:35–12:45	Institutional Welcoming Message Prof Prakash Naidoo Vice-Rector: Operations
12:45–13:00	Games with a purpose: “You did not see this coming!”
13:00–14:00	Selling the Drill Bit Evert Kleynhans: Rooistoel New Media
14:00–14:45	Creativity Is Magic Sibusiso Tshabalala
14:45–15:00	Gamification and Lucky Draw
15:00–15:30	Refreshments and Networking
15:30–16:15	Cultural and Diversity Intelligence Joe Serekoane
16:15–16:30	Gamification and Lucky Draw
16:30–17:15	Bringing Creativity to Life Joh Deetlefs: Silverrocket Creative
17:15–17:30	Closure
17:30	Bus collects guests at Centenary Complex Big Sky Coaches
18:00–20:00	Cocktail: The Edge

Day 2 – 11 April 2019

MC: Eugene Seegers

08:30–08:45	Recap and welcome back Ilze Bakkes
08:45–09:15	POPIA in Higher Education Dr Damian Viviers
09:15–09:50	Effective Storytelling Charlene Stanley
09:50–10:05	Gamification and Lucky Draw
10:05–11:00	Gamification as a Tool in Marketing and Communication Jana Lamprecht
11:00–11:20	National Skills Workshop - Champions MACE Board Member
11:20–11:50	Refreshments and Networking
11:50–12:30	Preparing Excellence Awards 2019 Ilze Bakkes
12:30–12:45	Closure MACE Board Member
12:45	Light lunch to go



This year **MACE** will be
celebrating its

30 YEAR
Anniversary

Be sure to visit the **MACE** website to
learn more about our history:
<http://mace.org.za/about/history>



MACE Board Members

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Regional Chair: Eastern Cape	Mathabo Hendricks
Regional Chair: Gauteng	Deborah Minors
Regional Chair: KZN	Hazel Langa
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MACE Regional Structures

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