

INVITATION

2022 NATIONAL DIRECTORS' SYMPOSIUM

Reconnect and Tackle a Changing World

It has been quite some time since we met face to face. Therefore, the MACE Board is proud to announce the presentation of the national Directors' Symposium.

During the symposium, valuable information for senior leaders in marketing, advancement, and communication will be shared and an opportunity will be provided to network with your peers.

As in the past, the MACE Board again endeavours to include speakers on a variety of topics relating to various aspects of leadership.

Host:	Walter Sisulu University
Facilitator:	Dr Phumzile Mmope
Date:	18-19 August 2022
Venue:	East London International Convention Centre, East London, Eastern Cape
Times:	12:00 on 18 August 2022 to 13:00 on 19 August 2022
Cost:	Free of charge for members <i>(Delegates are responsible for their own travel and accommodation arrangements)</i>

Who should attend:

Executive Directors/Directors/Deputy Directors and managers in marketing, advancement, and communication at HE and TVET institutions in South Africa.

Registration:

Click on this link and register by 10 August 2022:

<http://mace.org.za/events/symposium/directors-symposium-2022/>

Enquiries:

chair@mace.org.za | 066 304 6666 | 084 681 5281

We look forward to your attendance.

Silvanus Welcome
National Chairperson

Programme

Thursday 18 August 2022

Time	Topic/Activity
10:00	Arrival and registration of delegates
11:00	Welcome: Dr Prince Jaca – Deputy Vice-Chancellor: Institutional Support, Walter Sisulu University: Introduced by Mr Silvanus Welcome, MACE National Chairperson
11:05	Introductions, purpose, and programme by Dr Phumzile Mmope – Facilitator
11:15	Introduction of the keynote speaker by Mr Silvanus Welcome: ‘The role of marketing and communication in the VUCA world – a strategic stakeholder engagement approach’ by Ms Brightness Mangolothi – Director at HERS-SA
12:15	Question-and-answer session
12:30	Lunch
13:30	Panel discussion: Introduction by Mr Sibongiseni Magwaza, member of the MACE Board of Directors. Experts in leadership skills development will talk about the following topics: ‘Leadership communication’ ; ‘Strategic marketing and strategic thinking’ ; and ‘Future of advancement in higher education’ <i>Ms Yonela Tukwayo (WSU), Ms Karen Bruns (SUN), Mr Lebogang Seale (UJ), Mr Rikus Delpont (UP) – Facilitator: Mr Qondakhele Sompondo (Sol Plaatje University)</i>
14:30	Tea/Coffee/Refreshments
14:45	Introduction of Ms Cathy Duff by Ms Lacea Loader – Coordinator: MACE Excellence Awards Programme ‘Trends in corporate social investment’ by Ms Cathy Duff – Director: Trialogue
15:30	Question-and-answer session
15:45	Introduction of Ms Kat Carter and Ms Vivienne le Roux , by Mr Hernan Finkel, MACE National Secretary ‘University giving days’ by Ms Kat Carter: Hubbub, and Ms Vivienne le Roux: VLR Integrated
16:30	Question-and-answer session
16:45	Closure of symposium Day 1 and evening arrangements by Mr Hernan Finkel
18:15	Cocktail and entertainment by DieSkit Events and the comedian formally and informally known as Prins!

2022 NATIONAL DIRECTORS’ SYMPOSIUM

Reconnect and Tackle a Changing World

Programme

Friday 19 August 2022

Time	Topic/Activity
08:30	Welcome back and introduction of Prof Linda du Plessis by Mr Christopher Motabogi, member of the MACE Board of Directors
08:35	'The leadership legitimacy challenge – when reasoning is not the order of the day' by Prof Linda du Plessis: Deputy Vice-Chancellor: Planning and Vanderbijlpark Campus Operations, North-West University
09:15	Question-and-answer session
09:30	Introduction of Mr Eusebius McKaiser by Ms Sithembinkosi Tlale, MACE National Deputy Chairperson Specialist presentation: 'How can I leverage the media to advance the interests of my institution?' by Mr Eusebius McKaiser
10:15	Question-and-answer session
10:30	Tea/Coffee/Refreshments
11:00	Introduction of Ms Tricia Jones by Ms Elmari van de Merwe, member of the MACE Board of Directors 'Optimising performance post-pandemic' by Ms Tricia Jones – Managing Director: Capacity Building
11:45	Question-and-answer session
12:00	A word of thanks and closure by Mr Silvanus Welcome – MACE National Chairperson
12:20	Lunch
13:00	Departure

2022 NATIONAL DIRECTORS' SYMPOSIUM

Reconnect and Tackle a Changing World