

INVITATION NATIONAL DIRECTORS' SYMPOSIUM



Dear MACE members,

We are excited to inform you that the 6th Directors' Symposium will take place on the 23rd and 24th August 2023 at the Cape Peninsula University of Technology (CPUT).

The symposium will feature a distinguished line-up of speakers. The event will include keynote speeches, panel discussions, and interactive workshops that will cover a range of topics relevant to marketing and communication, branding, alumni and fundraising.

The event will be a valuable opportunity for you to gain insights into the latest trends and best practices in the higher education sector.

Please look out for additional information and details about the symposium and the program in the next few weeks.

Host	Cape Peninsula University of Technology (CPUT)
Facilitator	Prof Anesh Singh – Director: Institutional Advancement – University of the Western Cape
Date	23 & 24 August 2023
Venue	CPUT – Granger Bay Campus
Times	09:30 on 23 August 2023 to 14:00 on 24 August 2023
Theme	Sustainability in a changing Higher Education landscape
Cost	R500 per Delegate (Delegates are responsible for their own travel and accommodation arrangements)

Who Should Attend?

- ✓ Executive Directors
- ✓ Deputy Directors
- ✓ Directors
- ✓ Managers

in Marketing, Advancement and Communication at HE and TVET Institutions in South Africa

Registration: Click on this link and register by Wednesday 10 August 2023:
https://www.formdesk.com/millennium/MACE_Directors_Symposium_2023

Enquiries: chair@mace.org.za

We look forward to your attendance.

NATIONAL 2023 DIRECTORS' SYMPOSIUM PROGRAMME



Wednesday 23 August 2023

10:00

ARRIVAL

Delegates Arrival and Registration

11:00

WELCOME

Prof Chris Nhlapo – Vice-Chancellor: Cape Peninsula University of Technology: Introduced by Dr Garth van Gensen, Director: Marketing and Communications, CPUT.

11:05

INTRODUCTIONS

Purpose and Programme by Prof Anesh Singh – Facilitator

11:15

SPEAKER

Introduction of the Keynote Speaker by Mr Silvanus Welcome, MACE National Chairperson

“Key pillars for Advancement: Marketing, Communication and Fundraising” by Ms Shelagh Gastrow – Advisor to the Higher Education, NPO & Philanthropy sectors

12:15

Q & A SESSION

Questions and Answers

12:30

LUNCH

1 Hour Lunch Break

13:30

SPEAKER

Introduction of Dr Sibusiso Chalufu by Christopher Motabogi, MACE National Secretary

“Student Leadership and Governance” by Dr Sibusiso Chalufu - NWU Executive Director – North-West University

14:30

Q & A SESSION

Questions and Answers

14:45

SPEAKER

Introduction of Mr Nell Malesa Ledwaba, Senior Manager: Alumni Relations and Mr Victor Khangale, Manager: Alumni Relations by Mr Sibongiseni Magwaza, MACE Board Member

“Artificial Intelligence (AI) and Alumni Relations: How AI has and will contribute to Alumni Relations” by Mr Ledwaba & Mr Khangale – University of Johannesburg

15:30

Q & A SESSION

Questions and Answers

15:35

SPEAKER

Introduction of Dr Amanda Hamilton-Attwell by Ms Lacea Loader, MACE Board Member

MACE Excellence Awards - “Presenting that winning entry” by Dr Amanda Hamilton-Attwell, Managing Director: Business DNA

16:15

CLOSING

Closure of Symposium Day 1 and Evening Arrangements by Ms Cathy Cloete

18:15

ENTERTAINMENT

Cocktail & Entertainment

Thank you for your attendance!

NATIONAL 2023 DIRECTORS' SYMPOSIUM PROGRAMME



Thursday 24 August 2023

08:30

SPEAKER

Welcome back and introduction of Ms Nonkululeko Pitje by Mr Silvanus Welcome, MACE National Chairperson

“Innovation as a key to unlocking partnership value” by Ms Nonkululeko Pitje – Chief Growth Officer: Discovery Health

09:15

Q & A SESSION

Questions and Answers

09:30

PANEL DISCUSSION

Introduction by Ms Sithembinkosi Tlale, MACE Deputy National Chairperson

Experts in communication skills development will talk about the following topic: “Higher Education readiness for Artificial Intelligence: Chat Generative Pre-Trained Transformer (GPT)” Facilitated by Mr James Kydd (DevMan)

Panellists:

- Prof. Vukosi Marivate (UP)
- Mr Gary Ndlovu (UFH)
- Mr John Bowles (Turn Left Media)
- Mr Michael Salzwedel - Social Weaver (Pty) Ltd)

10:15

Q & A SESSION

Questions and Answers

10:30

BREAK

Tea / Coffee / Refreshments

11:00

SPEAKER

Introduction of Ms Chantal Janneker by Ms Elmari van de Merwe, MACE Board Member

“The future of communication and marketing in the digital age” by Ms Chantal Janneker – Senior Director: Communication and Marketing – Nelson Mandela University

11:45

Q & A SESSION

Questions and Answers

12:00

CLOSING

A Word of Gratitude and Closure by Mr Silvanus Welcome – MACE National Chairperson

12:20

LUNCH

13:00

DEPARTURE

Thank you for your attendance!