

DIRECTORS' DIALOGUE | 2025 ANNUAL CONFERENCE

PROGRAMME

Tuesday, 11 November 2025 | Indaba Hotel, Fourways, Johannesburg

Host: Marketing, Advancement & Communication in Education

The Human Touch: Marketing, Advancement & Communication in the era of Social Media and AI

12:00 Registration

Arrival and light refreshments

13:00 Welcoming and opening of Directors' Dialogue

Programme Director: Lacea Loader, Senior Director:
Communication and Marketing (University of Free State)

13:15 Plenary Session

Better Humans Make Better Leaders
Karl Gostner, Executive Coach

14:00 Plenary Session

(Im)perfect Human Connection
Evert Kleynhans, Founder: Rooistoel Video Productions and My Marketing Audit

14:45 Tea / Coffee and refreshments

15:15 Plenary Session

Leading, developing and retaining multi-generational teams
Patience Mushungwa, Divisional Executive: Human Capital (Industrial Development Corporation)

16:15 Round Table Discussion

Strategising for ultimate alignment to Institutional Vision

Lacea Loader, Senior Director: Communication
and Marketing (University of Free State)
Normah Zondo, Executive Director: Corporate Relations
Marketing (University of KwaZulu-Natal)
Rikus Delpont, Director: Department of Institutional
Advancement (University of Pretoria)
Sirona Patel, Head: Communication
(University of Witwatersrand)
Jill Ritchie, Papillon Press
& Consultancy: Founder and Director

17:00 Closure of the Day

Programme Director: Lacea Loader

17:15 Group Photograph

Coffee station available for continued networking

18:15 Dinner

Hotel Restaurant

