

## DAY 3: Friday, 9 October 2015

Time	Session	Topic	Speaker	Facilitator/Chair	Venue
08h30 to 09h00	Feedback Session	MACE Excellence Awards	<b>Jandré Bakker</b> Director: MACE Excellence Awards	Jandré Bakker	Saddlers Arms
09h00 to 10h00	Plenary Session	How does PoPI Act Affect Marketing and Communication within the HE Space	<b>Peterlia Ramutsheli</b> Project Manager: Protection of Personal Information (PoPI) - UNISA	Setlatjile-Mayishebe Setlatjile	Classic Room
10h00 to 10h15	TEA	TEA	TEA	TEA	TEA
10h15 to 11h00	Parallel Session 1	Exploring Realistic Brand Visibility: Re-engineering your Strategies	<b>Charlotte Smit</b> Chief Sales and Marketing Exec: EduLoan	Bev Erickson	The Centenary
10h45 to 11h45	Parallel Session 2	Publications: Words and Images	<b>Rod MacLeod</b> Managing Director: Lightship Communications	Normah Zondo	Classic Room
11h45 to 12h45	Plenary Session	The Re-engineering Process: Reputation Management in Higher Education	<b>Moshopyadi Heil</b> Director: Reputation Institute South Africa	Pooven Naiker	Classic Room
12h45 -13h00	Closing				
13h00	LUNCH ON THE GO				

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# MACE CONGRESS 2015

Re-engineering Marketing, Advancement, and Communication in Education:  
MATCHING SOUTH AFRICA'S HIGHER EDUCATION NEEDS AND CHALLENGES

## PROGRAMME



**DAY 1: Wednesday, 7 October 2015**

Time	Session	Topic	Speaker	Venue
	Arrival and Registration			Classic Room Foyer
12h00 to 13h00	LUNCH	LUNCH	LUNCH	
13h15 to 13h30	Opening and Welcome	Welcoming Remarks	<b>Pooven Naiker</b> MACE Chairperson	Classic Room
13h30 to 14h30	Annual General Meeting			Classic Room
14h30 to 17h00	TOURS	TOURS	TOURS	
19h00 till late	Welcoming Cocktail Event		<b>Normah Zondo</b> Director: Communications and Marketing, UNIZULU	Saddlers Arms

**DAY 2: Thursday, 8 October 2015**

Time	Session	Topic	Speaker	Facilitator/Chair	Venue
08h30 to 09h30	Panel Discussion	Challenges Facing Higher Education: The Impact of Conventional Media vs New Media	<b>Mary Pappaya</b> Independent Media Specialist	Jandré Bakker	Classic Room
			<b>Alex Mthiyane</b> Gagasi FM		
			<b>Aakash Bramdeo</b> Sunday Tribune		
			<b>Themba Sepotokele</b> GCIS		
09h30 to 10h30	Plenary Session	Foreign Funding for Higher Education	<b>Jill Ritchie</b> Director: Papillon Press and Consultancy	<b>Pooven Naiker</b>	Classic Room
10h30 to 10h45	TEA	TEA	TEA		
10h45 to 11h45	Parallel Session 1	Crisis Communication	<b>Janine Lazarus</b> Media Consultancy	Normah Zondo	The Centenary
10h45 to 11h45	Parallel Session 2	#Social Media	<b>Wayne Roberts</b> iConsultancy	Lacea Loader	Saddlers Arms
10h45 to 11h45	Parallel Session 3	Strategic Eventing	<b>Marlene Govender</b> Marketing Manager ICC Durban	Setlatjile Mayishebe Setlatjile	Classic Room
11h45 to 12h45	LUNCH	LUNCH	LUNCH		

**DAY 2: Thursday, 8 October 2015**

Time	Session	Topic	Speaker	Facilitator/Chair	Venue
12h45 to 13h45	Plenary Session	The Future and Varying Global Strategies in HE	<b>Nozizwe Madlala-Routledge</b> Executive Director: Inyathelo Institute	Pooven Naiker	Classic Room
13h45 to 14h45	Parallel Session 1	Essential Media Tools for Managers	<b>Themba Sepotokele</b> Chief Director: Media Engagement at GCIS	Lacea Loader	Classic Room
13h45 to 14h45	Parallel Session 2	Visual Communication/Photography	<b>Dr Abdul-Haq Bhorat</b> Lecturer-Department of Visual Communication Design (Photography)	Bev Erickson	Saddlers Arms
13h45 to 14h45	Parallel Session 3	Brand Management	<b>Alister Franz</b> Managing Director: Calefra Group of Companies	Setlatjile Mayishebe Setlatjile	The Centenary
14h45 to 15h00	TEA	TEA	TEA		
15h00 to 16h00	Plenary Session	Politics: How to Tackle Political Potatoes when they Land at your Institution	<b>Kiru Naidoo</b> Senior Manager: Ministry of Human Settlements	Pooven Naiker	Classic Room
19h00 for 19h30	GALA DINNER	EXCELLENCE AWARDS	<b>Jandré Bakker</b> Director: MACE Excellence Awards		Sea Cottage