



Building a profile: key relationships for the communications professional 2nd conference of the ACU PR, Marketing and Communications Network

14-16 July 2008, Southern Sun Elangeni, Durban, South Africa

PROGRAMME

Day One – Monday 14 July

- 09.00** Registration desk opens
- 12.15-12.30** Opening welcome
Professor Malegapuru William Makgoba, Vice-Chancellor, University of KwaZulu-Natal, South Africa
- 12.30-13.00** Plenary briefing
Current issues in South African higher education
Professor Roy du Pré, Vice-Chancellor, Durban University of Technology, South Africa
- 13.00-14.00** Lunch
- 14.00-15.15** Keynote speech
What the Vice Chancellor expects from a PR department
Professor Adelani Ogunrinade, Vice-Chancellor, National University of Lesotho
Chair: Peter Reader, Director of Marketing and Communications, University of Portsmouth, UK
- 15.15-15.30** Break
- 15.30-17.00** Breakout sessions
Session One
- *Motivating staff: ensuring commitment in a changing environment*
Professor Dasrath Chetty, Pro-Vice Chancellor: Corporate Relations, University of KwaZulu-Natal, South Africa

Session Two

- *The University of Waikato's great bebo experiment*
Lisa Finucane, Director of Communications, University of Waikato, New Zealand
- *The use of controlled electronic communication to enhance visibility and impact: a case study of the University of Nairobi*
W J Asilla, Deputy Registrar, Planning and Public Relations, University of Nairobi, Kenya

Session Three

- *The significance of branding in launching a hybrid Anglo-Asian university in China*
Taryn Rock, Director of Corporate Communications, University of Liverpool, UK

19.30-21.30 Welcome reception
Pool deck, Southern Sun Elangeni

Day Two – Tuesday 15 July

09.45-11.00 Keynote speech
University PR from the media perspective
Donald MacLeod, Editor, EducationGuardian.co.uk
Chair: Lyse Huot, Director, Publications and Communications, Association of Universities and Colleges of Canada (AUCC)

11.00-11.15 Break

11.15-12.45 Breakout sessions

Session One

- *Language diversity as a unifying tool in the transformation of the NWU*
Professor Marlene Verhoef, Director, Institutional Language Directorate
Phumzile Mmope, Executive Director, Corporate Affairs and Relations
North-West University, South Africa

Session Two

- *It's all about love – building relationships with stakeholders to maximise brand success*
Antoinette de Villiers, Director of Marketing and Communication, Victoria University, Australia
- *Creating and sustaining enthusiasm in marketing the higher education institution*
Joseph Sengooba, PR & Communications Officer, ORBIT FET College, South Africa

Session Three

- *Establishing relationships with wider society: the role of the media relations unit*

Professor Meenakshi Raman, Chief, Publications and Media Relations Unit, Birla Institute of Technology and Science, Pilani, India

- *Making effective communications central to the Coventry University strategy*

Nicholas Stokes, Director of Marketing and Communications, Coventry University, UK

12.45-13.45 Lunch

13.45-14.45 Keynote speech

How can governments help to promote higher education?

Professor Mohd Yusof Kassim, Deputy Director General, Department of Higher Education, Ministry of Higher Education, Malaysia

Chair: Lyse Huot, Director, Publications and Communications, Association of Universities and Colleges of Canada (AUCC)

15.00-16.30 Breakout sessions

Session One

- *Shaping and strengthening internal branding and relationships*

Dawn-Marie De Four-Gill, Director of Marketing and Communications, University of the West Indies (UWI)

Session Two

- *How can the PR office support institutional fundraising?*

Peter Reader, Director of Marketing and Communications, University of Portsmouth, UK

Session Three

- *Outreach and the local community*

Dr John Kirkland, Deputy Secretary General (Development), The Association of Commonwealth Universities (ACU)

19.00 Gala Dinner

Collisheen Estate

Buses will leave at **18.30**

Day Three – Wednesday 16 July

9.30-10.45 Keynote speech

Working with government in a changing environment

Dr Paul Genest, President, Council of Ontario Universities, Canada

Chair: Dawn-Marie de Four Gill, Director of Marketing and Communications,
University of the West Indies (UWI)

10.45-11.00 Break

11.00-12.15 Breakout sessions

Session One

- *Are we marketers? New titles that define our roles within the modern university*

Paul Geswindt, Senior Manager: Marketing and Alumni Relations
Christelle Feyt, Marketing Practitioner
Karen Coetzee, Brand manager
Nelson Mandela Metropolitan University, South Africa

Session Two

- *On the road: forging relationships with a wider community*

Julia Hewitt, Education Liaison Office, Royal Veterinary College, UK

Session Three

- *Making the most of the big event: Glasgow and the Commonwealth Games 2014*

Susan Stewart, Director, Corporate Communications, University of Glasgow, UK

12.15-13.00 Lunch

13.00-14.00 Closing session

Taking the Network forward

Chair: Dr John Kirkland, Deputy Secretary General (Development), The Association
of Commonwealth Universities (ACU)

14.30 Post conference tour