



BRAND SUMMIT

South Africa



Recapturing the
South African narrative!

Day One



<https://youtu.be/apFEhHtsVVE>

6 - 7 June 2019

Johannesburg, South Africa

www.**sabrandsummit**.co.za



BRAND SUMMIT
South Africa

Day One



SUMMIT PROGRAM DAY 1: 6 June 2019

HOSTESS: Lasea Vorster

MASTERS OF CEREMONY: Africa Melane

TIME	ITEM	SPEAKERS
07h00 – 07h30	Breakfast & Registration	
07h50 - 08h00	Welcome & opening address	Solly Moeng – Summit Convenor Brand Summit SA: Convenor
08h00-08h25	Official CoJ Welcome Address	Alderman Herman Mashaba: Executive Mayor of Johannesburg
08h30 – 09h10	KEYNOTE OPENING ADDRESS	TBC
09h0-09h30		Q&A

Day One



09h35-10h15	<p>International Nation Branding (theoretical)</p> <ul style="list-style-type: none">• What is nation branding?• Why is it important?• What are the variables that impact the nation brand?	<p>A Conversation with Tshepo Matseba</p> <ol style="list-style-type: none">1. Saurabh Uboweja: Founder: Brands of Desire (India)2. Dr Dominik Heil: MD, Works Access Ltd (Germany)3. Linda Magapatona-Sangaret (ex Brand SA CMO) tbc
10h15-10h30		Q&A
10h30-10h45	TEA BREAK	
10h50-11h10	<p>The reality of promoting SA globally (macro perspective)</p> <ul style="list-style-type: none">• The market environment• Key messaging	<p>Individual Speaker Sisa Ntshona CEO: SA Tourism</p>

Day One



11h15-12h00	<p>Panel 1: Destination Brand Discussions</p> <p>The day to day practicalities and challenges in promoting a high-performance destination/region in a difficult environment</p> <ul style="list-style-type: none">• How have external factors reputationally impacted your destination over the past few years?• What initiatives are in place to mitigate the impact?• What lessons have you learned and what measures have you put in place to avoid a repeat?• Which destination brand do you admire, anywhere in the world, and why?	<p>Moderator: Sisa Ntshona</p> <ol style="list-style-type: none">1. Tshifhiwa Tshivhengwa: CEO: TBCSA2. Noni Kubeka: Gauteng Convention Bureau3. Glenton De Kock: Nelson Mandela Bay Tourism4. Tim Harris: CEO Wesgro5. Limpopo Tourism: Nomasonto Ndlovu (tbc)
12h00-12h30	Panel 1: Destination/Brand Discussions	Q&A
12h30-13h30	LUNCH	

Day One



AFTERNOON - DAY 1: 6 June 2019

13h35-14h00	How Corporate SA contributes to the country's brand narrative: The Case of KPMG SA	Professor Wiseman Nkuhlu Executive Chairman: KPMG SA (tbc)
14h05-14h45	Panel 2: Business <ul style="list-style-type: none">• An overview of corporate South Africa and its impact on country brand image.• Key corporate brands operating in SA and abroad.• What big and small business can do to contribute to a positive nation brand image.• The importance of ethics and values.	Panel Discussion Moderator: Ron Derby: Editor Business Times <ol style="list-style-type: none">1. Sikonathi Mantshantsha: Deputy Editor: Financial Mail2. Sheraan Amod: Founder & CEO: RecoMed (tbc)3. Lindelwa Isabelle: Tsogo Sun4. Bennie Van Rooyen: CEO: Land Bank
14h45-15h00	Panel 2: Business	Q&A

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15h05-15h30	<p>Lessons From a Country Brand: Our People; Our Brand: How culture, sports, and the global success of our citizens translate into the growth of our country brand; and into billions of rands</p>	Linda Magapatona-Sangaret (ex CMO, Brand SA)
15h30-15h45		Q&A
15h50-16h30	<p>Panel 3: Politics Post-apartheid South Africa: from the early 1990s to 2017. In the early 90's, South African political fraternity had endeavoured to re-brand SA as a beacon of non-racialism and the rainbow nation.</p> <ul style="list-style-type: none"> • Where are we? • How did we get here? • What has been the impact of all that on brand South Africa? • What should be done differently? • The importance of ethics and values. 	<p>Panel Discussion Moderator: Sikonathi Mantshantsha</p> <ol style="list-style-type: none"> 1. Terry Tselane: Former Deputy Chair: IEC 2. Mondli Makhanya: Editor-in-Chief: City Press 3. Ralph Mathekga: Head Political Economy: Mapungubwe Institute for Strategic Reflection 4. Ryland Fisher: Media Expert / Former Editor Cape Times & New Age 5. Phumlani M. Majosi: Political analyst and Non-executive Director at Free Market Foundation
16h30- 17h00	Panel 3: Politics	Q&A

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17h05-17h15	Wrap-up and closing remarks	Solly Moeng Brand Summit SA: Convenor
17h30	COCKTAIL MIXER	

Day Two



SUMMIT PROGRAM DAY 2: 7 June 2019		
MASTERS OF CEREMONY: Africa Melane		
TIME	ITEM	SPEAKERS
07h00 – 07h45	Breakfast & Registration	
07h50 - 08h00	Welcome & opening address	Solly Moeng Brand Summit SA: Convenor
08h05 – 08h35	<p>SA seen from the rest of Africa</p> <p>The evolving country/nation image of South Africa seen from the rest of Africa: 1994-2018; what does it represent?</p>	<p>Panel Discussion</p> <p>Moderator: Tomi Moyan: Executive Chief Editor, Compatriot Magazine</p> <ol style="list-style-type: none"> 1. Metsi Makhetha: UNDP Resident Coordinator 2. Lebogang Chaka: Strategic Advisor and Global Speaker 3. Samuel Mensah: Founder & CEO; Kisua.Com 4. XXXXXXXXXXXXXXXXXX
08h35 – 09h00	SA seen from the rest of Africa	Q&A

Day Two



09h05-09h45	<p>Panel 4: Community</p> <ul style="list-style-type: none"> • How do other social players impact South Africa's image? • Who are the key brands in sports, education, health, community building, socio-economic development, etc. that should be celebrated? • What is working for a good country brand reputation and what works against it? • What initiatives should we drive to nurture a set of shared national values? • Our People; Our Brand: How culture, sports, and the global success of our citizens translate into the growth of our country brand; and into billions of rands 	<p>Panel Discussion Moderator: Mills Soko (UCT GSB)</p> <ol style="list-style-type: none"> 1. Marlene Le Roux: CEO: Artscape Theatre 2. Louise Van Rhyen: Partners for Possibility 3. Theo Ndindwa: CEO Ndindwa Consulting 4. Neeshan Bolton: ED: Achmat Kathrada Foundation 5. Jon-Hans Coetzer: Chief Academic Officer; EU Business School Group 6. Linda Magapatona-Sangaret
09h45-10h00	Panel 4: Community	Q&A
10h05-10h30	TEA	

Day Two



10h35-10h50	The importance of self-awareness and of nurturing an effective personal brand	Brenda Archdeacon: Performance By Design SA
10h55-11h35	<p>Panel 5: Leaders of The Future</p> <ul style="list-style-type: none">• Is South Africa ready for the 4th Industrial Revolution?• What does it mean to be ready?• What kind of changes must be made to the curricula content and other training to enable SA to be 'future ready?'• What role can young South Africans play on this journey?	<p>Panel Discussion</p> <p>Moderator: Michelle Craig (Anchor: eNCA)</p> <ol style="list-style-type: none">1. Metji Makgoba: SA PhD Student (University of Cardiff, UK)2. Jessica Shelver: Spokesperson: WC Education Department3. Lelemba Phiri: CMO - Zoono4. Krigan Naicker: MD, Big Bay group5. Luyolo Sijake: African-China Scholar
11h35-11h50		Q&A

Day Two



12h00-12h45	<p>Panel 5: The South African Audit Profession Trust Initiative</p> <ul style="list-style-type: none">• What has been the role of this industry in shaping SA's image in the post-apartheid era?• What could have been done differently?• Can auditing services credibly remain housed under the same roof with consulting services in this sector?• What will change to make this important sector play a more positive role in enhancing and protecting its own integrity and South Africa's image?	<p>Auditing Industry discussions Moderated by XXXX</p> <p>Panel to be determined</p>
12h45-13h00	Panel 5: The Auditing Sector	Q&A
13h05-14h00	LUNCH	

Day Two



<p>14h05-15h05</p>	<p>Panel 6: Global Benchmarking - Lessons from a country brand experience</p> <ul style="list-style-type: none"> • How is South Africa seen from abroad? • How do other countries manage their brands? • What can South Africa learn from them? • What can they learn from South Africa? <p>What are the key areas in which South Africa must strengthen its global image?</p>	<p>10-15 Minute Global Presentations Moderated by Dr. Dominik Heil</p> <ol style="list-style-type: none"> 1. Yogesh Joshi: President of the Association of Business Communicators of India (ABCI) 2. Samuel Mensah (Ghana): Founder & CEO: Kisua.com 3. Gábor Hegyi: Capital Communications (Budapest, Hungary) 4. Maxim Behar: CEO & Chairman; M3 Communications Group Inc. (Bulgaria) 5. Damon Batiste: Founder & President; NOSACONN (USA)
<p>15h05-15h30</p>	<p>Panel 5: Global Benchmarking</p>	<p>Q&A</p>
<p>15h35-15h50</p>	<p>General Remarks about the Brand Summit</p>	<p>TBC</p>
<p>15h50-16h05</p>	<p>Summit Overview & Closing Remarks</p>	<p>Solly Moeng</p>



Day Two

GALA AWARDS DINNER: 7 June 2019

MASTER OF CEREMONY: Shado Twala

ITEM	SPEAKERS	
Arrival & Canapes		
Welcome		
Keynote Address	Individual Speaker XXXXXXXXXXXX Key Sponsor	
STARTERS SERVED		
Address by Chairman: Judges Panel	Individual Speaker XXXXXXXXXX Chairman: Judges' Panel	
Prizegiving: x 10 Awards		
DINNER SERVED		
Prizegiving: x 10 Awards		
DESSERT SERVED		
Thanks & Closing Remarks		