

BRAND SUMMIT South Africa



Recapturing the South African narrative!



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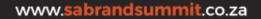
6 - 7 June 2019 Johannesburg, South Africa



SUMMIT PROGRAM DAY 1: 6 June 2019

но	STESS: 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	твс
09h0-09h30		Q&A

<mark>6 - 7 June 2019</mark> Johannesburg, South Africa





		A Conversation with Tshepo Matseba
09h35-10h15	 International Nation Branding (theoretical) What is nation branding? Why is it important? What are the variables that impact the nation brand? 	 Saurabh Uboweja: Founder: Brands of Desire (India) Dr Dominik Heil: MD, Works Access Ltd (Germany) Linda Magapatona-Sangaret (ex Brand SA CMO) tbc
10h15-10h30		Q&A
10h30-10h45	TEA BREAK	
10h50-11h10	The reality of promoting SA globally (macro perspective)The market environmentKey messaging	Individual Speaker Sisa Ntshona CEO: SA Tourism



Panel 1: Destination Brand Discussions

11h15-12h00	 The day to day practicalities and challenges in promoting a high-performance destination/region in a difficult environment 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? 	 Tshifhiwa Tshivhengwa: CEO: TBCSA Noni Kubeka: Gauteng Convention Bureau Glenton De Kock: Nelson Mandela Bay Tourism Tim Harris: CEO Wesgro Limpopo Tourism: Nomasonto Ndlovu (tbc)
12h00-12h30	Panel 1: Destination/Brand Discussions	Q&A
12h30-13h30	LUNCH	



Moderator: Sisa Ntshona

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 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 1. Sikonathi Mantshantsha: Deputy Editor: Financial Mail 2. Sheraan Amod: Founder & CEO: RecoMed (tbc) 3. Lindelwa Isabelle: Tsogo Sun 4. Bennie Van Rooyen: CEO: Land Bank
14h45-15h00	Panel 2: Business	Q&A

<mark>6 - 7 June 2019</mark> Johannesburg, South Africa



15h05-15h30	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	Linda Magapatona-Sangaret (ex CMO, Brand SA)
15h30-15h45		Q&A
15h50-16h30	 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. 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. 	 Panel Discussion Moderator: Sikonathi Mantshantsha 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. Majozi: Political analyst and Non-executive Director at Free Market Foundation
16h30- 17h00	Panel 3: Politics	Q&A
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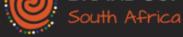
17h05-17h15	Wrap-up and closing remarks	Solly Moeng Brand Summit SA: Convenor
17h30	COCKTAIL MIXER	

<mark>6 - 7 June 2019</mark> Johannesburg, South Africa



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	SA seen from the rest of Africa The evolving country/nation image of South Africa seen from the rest of Africa: 1994-2018; what does it represent?	 Panel Discussion Moderator: Tomi Moyan: Executive Chief Editor, Compatriot Magazine 1. Metsi Makhetha: UNDP Resident Coordinator 2. 2. Lebogang Chaka: Strategic Advisor and Global Speaker 3. 3. Samuel Mensah: Founder & CEO; Kisua.Com 		
08h35 – 09h00	SA seen from the rest of Africa	4. XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX		
Johannesburg	south Africa			

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09h05-09h45	 Panel 4: Community 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 	 Panel Discussion Moderator: Mills Soko (UCT GSB) 1. Marlene Le Roux: CEO: Artscape Theatre 2. Louise Van Rhyn: 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	

<mark>6 - 7 June 2019</mark> Johannesburg, South Africa



10h35-10h50	The importance of self-awareness and of nurturing an effective personal brand	Brenda Archdeacon: Performance By Design SA
10h55-11h35	 Panel 5: Leaders of The Future 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? 	 Panel Discussion Moderator: Michelle Craig (Anchor: eNCA) Metji Makgoba: SA PhD Student (University of Cardiff, UK) Jessica Shelver: Spokesperson: WC Education Department Lelemba Phiri: CMO - Zoona Krigan Naicker: MD, Big Bay group Luyolo Sijake: African-China Scholar
11h35-11h50		Q&A

<mark>6 - 7 June 2019</mark> Johannesburg, South Africa



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12h00-12h45	 Panel 5: The South African Audit Profession Trust Initiative 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? 	Auditing Industry discussions Moderated by XXXX Panel to be determined
12h45-13h00	Panel 5: The Auditing Sector	Q&A
13h05-14h00	LUNCH	
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14h05-15h05	 Panel 6: Global Benchmarking - Lessons from a country brand experience 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? What are the key areas in which South Africa must strengthen its global image? 	 10-15 Minute Global Presentations Moderated by Dr. Dominik Heil Yogesh Joshi: President of the Association of Business Communicators of India (ABCI) Samuel Mensah (Ghana): Founder & CEO: Kisua.com Gábor Hegyi: Capital Communications (Budapest, Hungary) Maxim Behar: CEO & Chairman; M3 Communications Group Inc. (Bulgaria) Damon Batiste: Founder &President NOSACONN (USA)
15h05-15h30	Panel 5: Global Benchmarking	Q&A
15h35-15h50	General Remarks about the Brand Summit	твс
15h50-16h05	Summit Overview & Closing Remarks	Solly Moeng

6 - 7 June 2019 Johannesburg, South Africa



GALA AWARDS DINNER: 7 June 2019

MASTER OF CEREMONY: Shado Twala

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

