



Conference 2016

# INNOVATING BUSINESS COMMUNICATION

RISK | RESEARCH | SOCIAL MOBILISATION | AGILITY | YOUTHIFICATION | LEADERSHIP

## 09:00 REGISTRATION

Register for the pre-conference reputation management workshop as well as for the conference if you have arrived early.

## 09:30 PRE-CONFERENCE WORKSHOP REPUTATION MANAGEMENT

What does it take to build a good reputation? Regine will facilitate an interactive workshop on what it takes to enhance and improve your reputation and will guide delegates on how to develop their own reputation strategies and plans. After the session, the delegates will have a very comprehensive idea of what they need to do to take their organisation's reputation to the next level.

### Regine le Roux, Managing Director, Reputation Matters

Regine is a corporate reputation specialist. She completed her Communication Management honours degree (cum laude) at the University of Pretoria in 2001 and completed her MCom within a year. Regine developed the Repudometer®, which is one of the first tools that has been developed to measure organisational reputation. Regine founded Reputation Matters in 2005 and has been working with organisations to take their reputation to the next level.

www.reputationmatters.co.za  
Twitter: @ReputationisKey  
LinkedIn: <https://za.linkedin.com/in/regine-le-roux-7131082>

Regine will be using the 10 dimensions of the Repudometer® as a guide for the discussion and workshop.

## 12:30 CONFERENCE REGISTRATION AND LIGHT LUNCH ON ARRIVAL MC Sophia Dower, Programme Manager – Strategic Enablement at Barclays Africa Technology, Past Chair IABC Africa

## 14:00 CONFERENCE WELCOME

Hear what to expect over the next two days, trends to watch out for, exciting new speakers, and how to get the most out of the next two days.



### Carol Allers, 2016/2018 Chair IABC Africa

Carol Allers currently holds the position of Issues and Crisis Communication Manager at Eskom. She has 20 years' experience in internal and external communication and is recognised internationally as a crisis communication specialist. She is the chairperson of the International Association of Business Communicators (IABC) Africa Region and a past member of the International Emergency Management Society (TIEMS). She is an ABC (Accredited Business Communicator of the IABC) and an APR (Accredited Public Relations Practitioner). She is a Blue Ribbon Panel Judge of the IABC Gold Quills and a member of the IABC's IEB Nominations Committee.

LinkedIn: <https://www.linkedin.com/in/carol-allers-033b57a>

## 14:15 KEYNOTE: RISK AND REPUTATION

Using innovative communication strategies to manage risk and reputation and showcasing the Excellence Gold Quill-winning Abashintshi social mobilisation case study, Andre and Mari will share how Sappi identified risk areas and used research and alternative stakeholder relationship methodologies (Asset-based Community Development and Social Mobilisation) to develop a risk-mitigating project. The result of the project ensured that Sappi's reputation grew with its direct stakeholders and that the high risks of fires in forestry were managed effectively.



### André Oberholzer, Group Head Corporate Affairs Sappi, and Mari Lee, CEO DevCom

André Oberholzer is the Group Head for Corporate Affairs of Sappi Limited. In this role, he has global responsibility for Sappi's internal, external, corporate, and business communication as well as stakeholder and reputation management programmes.



He has line responsibility for Sappi Southern Africa's communications function. Reporting to the Group CEO, he is a member of the Corporate Management Team, the Group Sustainable Development Council, and the Group Risk Management Team. He has been with Sappi for 14 years. He is the Chairperson of the Braamfontein Improvement District and was a Director of PROTEC, a Maths and Science education NGO, for close on 10 years. He worked as a diplomat for South Africa for 14 years, focusing on multilateral affairs. [www.sappi.com](http://www.sappi.com)  
Twitter: @66Obie  
LinkedIn: <https://za.linkedin.com/in/andr%C3%A9-oberholzer-378601>

For the past 16 years, Mari Lee, ABC, has used a range of development-based communication tools to form a solid strategic business communication solution. She founded the specialist agency, DevCom, in 2005. DevCom uses the power of communication to positively change individuals, communities, and companies, assisting them to reach their social and business goals. Mari and her team have won more than 20 local and international awards, including the Best of the Best accolade in the IABC Gold Quills. Mari believes that communication is a human science, resulting in playful, colourful, and unexpected encounters. She is married to technology entrepreneur Thomas, and they have two boys at primary school.

[www.dev-com.co.za](http://www.dev-com.co.za)  
Twitter:  
LinkedIn:

A framework for connecting business risk measurement to communication measurement will be shared with you to take back to the office.

## 15:15 TED TALKS: #YOUTHIFICATION

Millennials give their views on what they are hoping to achieve in the workplace and what they expect from their employers should they not choose to be entrepreneurs.

In a fast-paced TED-talk session, these four students will share their insights into critical industry trends – from their perspective!

Mkhululi Vokwana, Nombulelo Malinga, Frano Loots, and Lynn du Plessis, students from CPUT, present their thoughts on the future of communication.

Biographies of the students can be found on the last page.

## 16:10 GRAB A COFFEE AND A CROISSANT

## 16:30 PANEL DISCUSSION ON BUSINESS COMMUNICATION READINESS FOR 2020

The demands on communicators are changing, as the needs of businesses evolve. Are you future fit? Tackling the key strategic issues impacting business communication, this panel will review and discuss trends and practices that are forcing the profession to rethink its focus areas and what best practice looks like.

Chair: Daniel Munslow, Independent Communication Consultant

Panel:  
Janine Lazarus  
André Oberholzer  
Dianne Chase  
Mia Azam

The biographies of the panel members not listed throughout the programme can be found on the last page of the programme.

## 17:30 CLOSE AND LUCKY DRAW

There will be a lucky draw at the end of each day of the conference. All you have to do to qualify for the draw is hand in your business card at the beginning of the day. Write the names and contact details of three people you recommend to be invited to join the IABC. You need to be present when the draw takes place to be eligible to win!

## WEDNESDAY | 2 NOVEMBER

18:15  
-  
20:00

**NETWORKING EVENING**  
Delegates will have the opportunity to get to know one another over cocktails and snacks at an event proudly sponsored by Cape Town Tourism.  
Sit back, relax, and enjoy an evening at the Vineyard's pool against the backdrop of Table Mountain.



**CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD**

Making progress possible. Together.

## THURSDAY | 3 NOVEMBER

06:30

**LEADERSHIP SUMMIT:  
WHAT MAKES AN EFFECTIVE  
VOLUNTEER LEADER?**  
This session is free to all IABC Africa volunteer leaders who serve on the association's various boards as well as members interested in becoming volunteers. In addition to being updated on IABC's local and international strategies for the next year, delegates also participate in a planning workshop.  
Registration is compulsory, as space is limited. Find out more by emailing [info@iabc.co.za](mailto:info@iabc.co.za).

IABC Africa Chairperson, Carol Allers, Past Chair and IABC IEB Director, Daniel Munslow, Dianne Chase, IABC IEB Chair, and Robin McCasland, Former IABC IEB Chair, will be leading the discussion at this session.

07:00

**REGISTRATION**  
MC Christine Breet, Senior Communication Consultant, DevCom, IABC Board Member

08:00

**WELCOME**  
Recap of Day 1 and overview of the day ahead

Sophia Dower, Programme Manager – Strategic Enablement at Barclays Africa Technology, Past Chair IABC Africa

08:15

**KEYNOTE ADDRESS:  
#FEESMUSTFALL**  
Delegates will receive some insight into the student-led protests that gripped many tertiary institutions in South Africa and their effects.



Dalien René Benecke, Curriculum Chair, Department of Strategic Communication, University of Johannesburg

Dalien has published papers on experiential learning in public relations education, the importance of dialogue and open conversation in transformational societies, and the history of Public Relations in South Africa and is co-author of the *South African Handbook of Public Relations* (10th and 11th editions). She is a Chartered Public Relations Practitioner (CPRP) and serves as the Public Relations Institute of Southern Africa's (PRISA) Education, Training, and Research Committee Chair.

Twitter: [@reflectjozi](https://twitter.com/reflectjozi)

09:15

**CASE STUDY: SETTING FREE THE PHOENIX**  
Emerging from the fire of the commodities collapse is the next generation of mining companies; much leaner, more focused and efficient, and extremely cost-conscious, they are targeting financial sustainability through the cycle. This is challenging support services, such as communication.



Gert Schoeman, Head of Communication, Anglo American Platinum

Gert has 15 years of communication management experience at a senior level and is internationally accredited in public relations (APR). He has served on the IABC Blue Ribbon Panel that judges the annual Gold Quill Awards for the past three years. He holds a BA in Communication Science, honours degrees in both Communication and Political Science, and a master's degree in Political Science.

LinkedIn: <https://www.linkedin.com/in/gertschoeman>

10:00

**GRAB COFFEE AND A CROISSANT**

10:30

**THOUGHT LEADERSHIP:  
GENERATIONS ARE RISING**  
Understanding that people have fundamentally different values (which shape their perspective), which are shaped by the era in which they were born, is to understand the use of generation theory in optimising diversity, creating employee engagement, navigating change, implementing company strategy, or fostering team collaboration. In a fun and educational way, this presentation shows how to optimise a multi-generational workplace.



Saffron Baggaley, Professional Speaker, Facilitator, and Coach

Saffron uses her 16 years of facilitation and professional speaking experience, along with her natural story-telling and communication skills, to inspire change in how people behave as well as think and feel about themselves, their workplace, and their world. Her charismatic and insightful approach has been described as intoxicating.

11:15

**IABC AFRICA 2016 AGM  
WHERE WE'VE BEEN AND WHERE  
WE'RE GOING**  
AGM, which covers a retrospective look at 2016 as well as plans for 2017.

IABC Africa Chairperson, Carol Allers, and Past Chair, Daniel Munslow

11:15

**GOLD QUILLS  
HOW TO DEVELOP YOUR ENTRY**  
For those who want to learn more about the Gold and Silver Quills.



Ghrethna Kruger, IABC Regional Blue Ribbon Panel Chair: Africa, and Mari Lee

Ghrethna completed a National Diploma in International Communication (*cum laude*) in 2004 and a BTech degree in International Communication in 2006, both at the Tshwane University of Technology (TUT). She has more than 10 years' experience in the communication profession, especially in the mining industry. She currently serves as a board member of the International Association of Communicators (IABC) Africa regional board. She has been employed by Kumba Iron Ore, a business unit of Anglo American, as Specialist, Communication since 2007. She won two Africa Quill Awards and two International Gold Quill Awards in 2013 and 2014, respectively.

Twitter: [@ghrethna](https://twitter.com/ghrethna)  
LinkedIn: <https://www.linkedin.com/in/ghrethna-kruger-83552a4b>

12:00

**PRESENTATION: MICROSOFT – TO BE CONFIRMED**  
Managing social media and big data real time is a challenge for most organisations - big and small. The innovative tool, presented by Microsoft can assist you in doing this real time. This is of critical importance to our industry and getting the audience to understand that the future is going to be about real time decisions. Gone are the days where marketing people could go and do market research and come back to management two months later with a recommendation.

12:45 LUNCH AND NETWORKING

13:45 TACTICS: DEVELOPING A STRATEGY, Part 1

Strategic communication planning is a “must-have” expertise for communication professionals. But, at a time when businesses are transforming rapidly, how do you develop a plan that earns leadership support, drives tangible business results, and continues to work for you long term? Change how you approach the process. While the planning process itself does not change, you have to think differently about what you ask and how you ask the tough questions. You should broaden the circle of people who will tell you honestly what you need to hear, instead of what you want to hear, as you build your plan.



Robin Russell McCasland, FRSA, Director, Employee Communication, Tenet Healthcare, Dallas, Texas

Robin previously led internal communication for a division of Dell, and she has held various leadership roles with Texas Instruments and other major companies.

Robin is a past Chair of the IABC Executive Board and the IABC Foundation. She served as president of two chapters, Dallas and Fort Worth. Robin has been honoured as an IABC Dallas Communicator of the Year.

Twitter: @robinrox  
LinkedIn: [linkedin.com/in/robinmccasland](https://www.linkedin.com/in/robinmccasland)

Robin will be leaving behind an extensive “cheat sheet” that gives attendees all the possible questions they might want to ask as part of a strategic communication planning process.

14:30 WORKSHOP: DEVELOPING A STRATEGY, Part 2 – You have no budget, how do you develop a strategy?

The Greek philosopher Plato has been credited

with the saying “Necessity is the mother of invention”. How does this ancient quote apply to modern communication strategy? When you need to develop a strategy, but you have no budget and few other resources, creativity and ingenuity can support you in developing and implementing a communication plan that generates effective results.

If you have never developed a communication strategy, or even if you are an expert, this session will guide you through the basic planning process and help you think creatively, but realistically, about how to achieve solid results with no budget.

15:15 GRAB A COFFEE AND NETWORKING BREAK

15:45 TACTICS: CHANGE BEFORE YOU HAVE TO – HOW MEASUREMENT WILL SAVE YOU

The measurement and evaluation of communication are quickly moving into the spotlight on the international stage. Old traditional marketing and communication silos are rapidly disappearing, and the role of the communicator is becoming far more complex. Proving the value of communication to organisations and brands has never been more critical. Francois van Dyk will demystify the Barcelona Principles 2.0, the Integrated Evaluation Framework launched internationally in June 2016, and will showcase practical examples and case studies of best communication measurement principles from across the world.



Francois van Dyk, Head: Operations, Ornico

Francois van Dyk heads up operations at Ornico, the Pan-African brand intelligence research company. He has been involved in public relations and communication since the early 1990s and currently serves on committees for both AMEC and IAB South Africa – promoting best communication measurement and evaluation practices globally.

[www.ornico.co.za](http://www.ornico.co.za)  
Twitter: @sbalie  
LinkedIn: <https://www.linkedin.com/in/franvandyk>

AMEC’s new Integrated Evaluation Framework shows how to operationalise the Barcelona Principles of best communication measurement practices and demonstrates how to turn the principles into action, proving the value of communication.

16:30 LUCKY DRAW AND CLOSE

It would be worthwhile to be in the room if you want to stand a chance of your name being drawn out of the hat to win a great prize.

18:30 -  
22:30 THE IABC AFRICA 2016 GALA DINNER: CELEBRATING EXCELLENCE IN COMMUNICATION

This is one of the highlights of the conference where we announce the Excel Award winner and recognise our top-performing volunteer leaders. The Africa Gold Quills Award winners will also be honoured, as we celebrate excellence in communication from across Africa.

GALA DINNER SPONSORED BY:



07:00 REGISTRATION

08:00 WELCOME

Recap of Day 2 and overview of the day

MC Carol Allers, IABC Africa Chairperson

08:15 KEYNOTE SPEAKER

How companies can and should be thinking and communicating differently around innovation. Tech disruption is forcing many traditional companies and, especially, financial services organisations to completely rethink their approach to doing business and remaining relevant. Communication (as a reflection of business) needs are equally being shaken up/innovative.



Paul Nel, Head of Open Innovation | Rise Africa | Barclays Africa Group

Paul Nel builds the strategy and execution of Open Innovation in Africa through the global Rise programme, which enables colleagues and the entwined ecosystem to access new technologies, propositions, and new Fintech possibilities. He is also Chief Commercial Officer of RainFin – the leading credit marketplace (Barclays Africa holds an equity stake in RainFin) – and member of the Absa Western Cape Executive Management Team.

[www.thinkrise.com](http://www.thinkrise.com)  
Twitter: @paultnel  
LinkedIn: <https://www.linkedin.com/in/paultnel>

09:15 TACTICS: CREATING CONTENT Bridging the gap – Corporate expectations versus media realities

Forget the trenches of the newsrooms of yore and the battlefields where you beat the opposition with the scoop of the century. Today, the biggest challenge is to cross the overarching divide between the reality of journalism and the positivity of public relations.



Janine Lazarus, Media and Communications Consultant

Owner of Janine Lazarus Media Consultancy, Janine has worked in mainstream media as a print and broadcast journalist for the past 34 years. With her extensive experience in facilitated customised training across the continent, coupled with valuable international exposure across the

UK, Dubai, Pakistan, and Lebanon, Janine's no-holds-barred media and communications skills training programmes are highly practical, client-targeted, and guaranteed to give you the ride of your life! Her edge-of-the-seat training methodology will gear even the most cynical of delegates for their next interaction with hard-hitting reporters.

www.janinemedia.co.za  
 Twitter: @janinelazarus  
 LinkedIn: LinkedIn.com/in/janine-lazarus-8a385b2

Janine will leave behind laminated speaker cards with guidelines on how to effectively engage with the media.

10:15 GRAB SOME COFFEE, AND NETWORK

10:45 WORKSHOP: EXECUTIVE COMMUNICATION

Have you ever worked with an executive who had stellar credentials, but lacked the communication skills to match? If so, you are not alone. The good news is that more companies and organisations are acknowledging that excellence in professional communication plays a vital role in strengthening competitiveness and enabling prolonged economic success. No matter how brilliant a market analyst, legal mind, sales wizard, or financial strategist an executive may be, without the skills to effectively motivate, inspire, persuade, communicate expectations, listen, connect, and lead, no professional can be truly successful. Time and again, empirical research has confirmed this dilemma and identified communication competency as the number-one prerequisite for developing into a strong leader. In this presentation, we will discuss the strategic value of executive communication performance, the benefits it provides in increased confidence and leadership skills, and thereby the positive impact for corporate culture and the bottom line.



Dianne Chase, 2016/2017 Chair IABC IEB

An accomplished media, journalism, and public relations professional with profound expertise in various communication disciplines, most notably crisis communication, Ms Chase is also an experienced issues and reputation management consultant, media trainer, presenter, and writer.

Twitter: @mediadianne  
 LinkedIn: https://www.linkedin.com/in/chasemedia

11:45 INTERACTIVE PRESENTATION BREAKTHROUGH! COMMUNICATION FOR HIGH-VALUE ENGAGEMENTS

Despite an ever-increasing avalanche of change in the sphere of communications, it remains true that there are interactions that must succeed in breaking through the clutter of email and the mundanity of yet another brochure. Prakash Patel, MD at Fogg Cape Town, will discuss tactics to break through the clutter and present compelling communication for two audiences with whom businesses must win: staff and important customers in B2B marketing environments.



Prakash Patel, MD Fogg Cape Town

A digitally led, senior, commercially aware marketer with over two decades of global and local experience within the advertising industry, delivering creatively led, digital, and TTL marketing solutions for leading brands across industry sectors.

Twitter: @PrakashPatel\_1  
 LinkedIn: https://www.linkedin.com/in/prakash-patel-b136112

12:45 CONFERENCE IN BRIEF: WHAT YOU SHOULD BE TAKING AWAY

An overview of what has been discussed and learnt over the past two and a half days and where you can find out more to continue on your communication journey.



Daniel Munslow, 2016/2017 Director – IABC IEB, Past Chair – IABC Africa

Daniel is an independent communication consultant working with leading organisations on mapping out strategic communication and talent management needs. He has worked across Africa, Asia, Europe, and the Middle East. He regularly speaks at local and international conferences about research, crisis communication, leadership communication, agility, and integration, based on real-life experience and case studies.

Twitter: @munslowd  
 LinkedIn: https://za.linkedin.com/in/danielmunslow

13:00 CLOSE AND LUCKY DRAW  
 The final lucky draw for the conference!

## CPUT STUDENTS' BIOGRAPHIES

### Frano Loots

Frano is a 29-year-old undergraduate Public Relations student at the Cape Peninsula University of Technology. Determined to stand out from the mass of young job-seekers in the country, Frano threw himself into a variety of sectors to gain invaluable experience, often while studying. His exposure to a range of sectors, including retail, public, and corporate, has afforded him insight into the challenges facing communicators in dynamic and complex settings. Frano is currently employed at an international non-government organisation that focuses on ensuring that every person in Africa has access to quality eye healthcare. At Orbis Africa, Frano is honing his communication skills to be able to navigate and contribute to a diverse and agile environment where networking, advocacy, and stakeholder relationships across national borders are pillars of growth and sustainability.

### Lynn du Plessis

Lynn was born and matriculated in Cape Town. She completed her Public Relations Diploma in 2008 and went back to complete her Bachelor's degree in 2015. After graduating in 2008, she worked in the environmental sector for nearly four years and then spent some time overseas. When she returned, she decided to broaden her skills basis by working in the marketing field, which included social media and design. Lynn enjoys all aspects of the PR industry and has a passion for working with people.

### Mkhululi Vokwana

Mkhululi is a young and ambitious Public Relations BTech student from Cape Peninsula University of Technology. He hails from the windy city of Port Elizabeth, where he decided to broaden his horizons by coming to study in Cape Town, a place that he now calls home. To better understand the intricacy of PR, he enrolled in a year-long project management and business practice course at Rosebank College, which awarded him a prestigious internship at Vivid Luxury Marketing Agency. He then got the opportunity to work with luxury clients, such as G-Star Raw and Veuve Clicquot Master Polo Cape Town. His biggest achievement yet was to be nominated to travel to 12 different cities in South Africa in 12 days. The purpose of these visits was to donate sanitary packs to non-profit organisations with the Community Chest organisation and the Unogwaja cyclists. He aspires to work on projects that will empower his community in Port Elizabeth and to become a recognised household name in the industry.

### Nombulelo Malinga

Born in KwaZulu-Natal and raised in Cape Town, Nombulelo Malinga is currently a full-time BTech: Public Relations student at the Cape Peninsula University of Technology (CPUT). On completion of her diploma, she pursued her interest in Digital Media and Communications by working at Shout Factory Media as a Digital Editor and Content Developer in 2015. Throughout her studies, her keen interest in Communications and Media was sparked by her experience as a radio presenter for UNI-FM (CPUT's radio platform) from 2011 to 2013. Since then, her burgeoning passion for, and knowledge of, communications and media have shaped her views on the role of the business communicator in the context of public relations. Nombulelo Malinga is a community-driven woman with an interest in the empowerment and development of young women. It is with this in mind that she also volunteers as a publicist for a women's mentorship NGO called Sister For Sister.

## PANELLIST BIOGRAPHY AND TWITTER

### Mia Azam – Senior Communication Manager, Woolworths Financial Services (WFS)

Mia has over 11 years' experience and holds a BCom Honours degree (Wits). Given his innovative approach to employee engagement, he has been awarded International and African Gold Quill Awards as well as CEO Awards. He recently formed part of a core group that launched Facebook at Work, a first in Africa, where WFS was one of 450 global companies selected for Facebook's early adopter programme.

Twitter: @MiaAbedAzam

Disclaimer: IABC Africa reserves the right to alter the programme as and when required.