



SUMMIT PROGRAM DAY 1: 3 May 2018		
MASTERS OF CEREMONY: Africa Melane & Jeremy Maggs		
TIME	ITEM	SPEAKERS
07h00 – 07h30	Breakfast & Registration	
07h45 - 08h00	Welcome & Opening address	<b>Solly Moeng</b> Brand Summit SA: Convenor
08h00 – 08h25	<b>KEYNOTE OPENING ADDRESS</b>	<b>Chief Justice MOGOENG MOGOENG</b>
08h30 – 09h00	<b>International Nation Branding (theoretical)</b> <ul style="list-style-type: none"> <li>• What is nation branding?</li> <li>• Why is it important?</li> <li>• What are the variables that impact the nation brand?</li> </ul>	Individual Speakers <b>Gary Leih</b> Founder Leih’s Truth and Propaganda
09h05 - 09h40	<b>The reality of promoting SA globally (macro perspective)</b> <ul style="list-style-type: none"> <li>• The market environment</li> <li>• Key messaging</li> </ul>	Individual Speaker <b>Solly Moeng</b> Convenor: SA Brand Summit
09h50 – 10h20	<b>Panel 1: Project Good Hope</b>  The day to day practicalities and challenges in promoting a high-performance region in a difficult environment <ul style="list-style-type: none"> <li>• How have external factors reputationally impacted destination brand Cape Town/Western Cape over the past few years?</li> <li>• What initiatives are in place to mitigate the impact?</li> <li>• How can destination brand Cape Town/ Western Cape shield itself from any reoccurrence in the future?</li> <li>• How has the recent “water issue” impacted destination Cape Town/Western Cape?</li> <li>• How has this been dealt with to protect and enhance reputation?</li> <li>• What are the aims/intended outcomes of Project Good Hope?</li> </ul>	Discussing Project Good Hope Moderator: <b>Kieno Kammies</b> <ol style="list-style-type: none"> <li><b>Alan Winde</b> Western Cape MEC: Economic Opportunities</li> <li><b>Tim Harris</b> CEO: Wesgro</li> <li><b>Palesa Morudu</b> Wesgro Board Member</li> <li><b>Rashid Toefy</b> Deputy Director General: Economic Operations Department of Economic Development and Tourism – Western Cape Government</li> </ol>
10h20-10h40	Panel 1: Project Good Hope	Q&A
10h40 - 11h00	<b>South Africa as a Nation Brand:</b> How SA has been positioned as a country brand from 1994 to present day.	Individual Speaker <b>Crispin Sonn</b> Director: Gamiro Investments
<b>11h00 - 11h25</b>	<b>TEA</b>	
11h30 – 11h50	<b>How Corporate SA contributes to the country’s brand narrative:</b> Opportunities & pitfalls	Individual Speaker <b>Bonang Francis Mohale</b> CEO: Business Leadership South Africa



12:00 – 12h45	<p><b>Panel 2: Business</b></p> <ul style="list-style-type: none"> <li>● An overview of corporate South Africa and its impact on country brand image.</li> <li>● Key corporate brands operating in SA and abroad.</li> <li>● What big and small business can do to contribute to a positive nation brand image.</li> <li>● The importance of ethics and values.</li> </ul>	<p>Panel Discussion Moderator: <b>Siki Mgabadeli</b></p> <ol style="list-style-type: none"> <li><b>1. Simon Susman</b> Chairman: Woolworths Holdings Ltd</li> <li><b>2. Mteto Nyati</b> CEO: Altron</li> <li><b>3. Sheraan Amod</b> Founder &amp; CEO: RecoMed</li> <li><b>4. Kganki Matabane</b> CEO: Black Business Council.</li> </ol>
12h45 - 13h00	Panel 2: Business	Q&A
<b>13h00 - 14h00</b>	<b>LUNCH</b>	
14h10 - 14h40	<p><b>Government &amp; Nation Brand:</b> The importance of a positive nation brand and how citizens benefit. Strategies implemented to promote SA since 1994.</p>	<p>Individual Speaker</p> <ol style="list-style-type: none"> <li><b>1. Themba Maseko</b> Director: BLSA (ex GCIS)</li> </ol>
14h50 - 15h50	<p><b>Panel 3: Politics</b></p> <p>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"> <li>● Where are we?</li> <li>● How did we get here?</li> <li>● What has been the impact of all that on brand South Africa?</li> <li>● What should be done differently?</li> <li>● The importance of ethics and values.</li> </ul>	<p>Panel Discussion Moderator: <b>Adriaan Basson</b></p> <ol style="list-style-type: none"> <li><b>1. Professor Thuli Madonsela</b> Chair: social Justice; Stellenbosch University (Former Public Protector)</li> <li><b>2. Mondli Makhanya</b> Editor-in-Chief: City Press</li> <li><b>3. Ralph Mathekga</b> Head Political Economy: Mapungubwe Institute for Strategic Reflection</li> <li><b>4. Ryland Fisher</b> Media Expert / Former Editor Cape Times &amp; New Age</li> <li><b>5. Phumlani M. Majozi</b> Political analyst and Non-executive Director at Free Market Foundation</li> </ol>
15h50 - 16h20	Panel 3: Politics	Q&A
16h30 – 16h45	Wrap-up and closing remarks	<p><b>Solly Moeng</b> Brand Summit SA: Convenor</p>
<b>16h45</b>	<b>COCKTAIL MIXER</b>	



SUMMIT PROGRAM DAY 2: 4 May 2018		
MASTERS OF CEREMONY: Africa Melane & Jeremy Maggs		
TIME	ITEM	SPEAKERS
07h00 – 07h45	Breakfast & Registration	
07h50 - 08h00	Welcome & Opening address	<b>Solly Moeng</b> Brand Summit SA: Convenor
08h05 – 08h35	<b>SA seen from the rest of Africa</b> The evolving country/nation image of South Africa seen from the rest of Africa: 1994-2018; what does it represent?	A Discussion <b>Palesa Morudu:</b> Clarity Editorial & <b>Samuel Mensah</b> Founder & CEO: Kisua.com
08h35 – 09h00	SA seen from the rest of Africa	Q&A
09h10 - 10h10	<b>Panel 4: Community</b> How do other social players impact on brand South Africa? <ul style="list-style-type: none"> <li>Who are the key brands in sports, education, health, community building, socio-economic development, etc. that should be celebrated?</li> <li>What is working for a good country brand reputation and what works against it?</li> <li>What values should we drive to nurture shared national values?</li> </ul>	Panel Discussion Moderator: <b>Sean Lewis</b> <ol style="list-style-type: none"> <li><b>Marlene Le Roux</b> CEO: Artscape Theatre</li> <li><b>Louise Van Rhyn</b> CEO &amp; Founder: Partners for Possibility</li> <li><b>Neeshan Balton</b> Executive Director, Ahmed Kathrada Foundation</li> <li><b>Theo Ndindwa</b> Creative, Youth &amp; Social Entrepreneur</li> </ol>
10h10 - 10h30	Panel 4: Community	Q&A
<b>10h30 - 10h50</b>	<b>TEA</b>	
11h00 - 12h30	<b>Panel 5: Global Benchmarking - Lessons from a country brand experience</b> <ul style="list-style-type: none"> <li>How is South Africa seen from abroad?</li> <li>How do other countries manage their brands?</li> <li>What can South Africa learn from them?</li> <li>What can they learn from South Africa?</li> </ul>	Panel Discussion Moderator: <b>Bruce Whitfield</b> <ol style="list-style-type: none"> <li><b>Yogesh Joshi:</b> President of the Association of Business Communicators of India (ABCI) - Country Branding, the Indian experience/lessons (15 minutes)</li> <li><b>Yanina Dubeykovskaya:</b> Founder &amp; President of the Geneva, Switzerland, based World Communications Forum Association (15 minutes)</li> <li><b>Samuel Mensah</b> (Ghana) Founder &amp; CEO: Kisua.com</li> <li><b>Duke Malan:</b> Malan-Hilberg; Hongkong/RSA</li> <li><b>Sandeep Malvi</b> (India)</li> </ol>
12h30 - 13h00	Panel 5: Global Benchmarking	Q&A
13h05 – 13h20	Summit Overview & Closing Remarks	<b>Professor Thuli Madonsela</b>
13h25 - 13h30	Wrap-up and Announcements	<b>Solly Moeng</b> Brand Summit SA: Convenor
<b>13h30</b>	<b>LUNCH</b>	



GALA AWARDS DINNER: 4 May 2018		
MASTERS OF CEREMONY: Jeremy Maggs & Shalom Khandanyisa		
TIME	ITEM	SPEAKERS
18h30 - 19h00	Arrival & Canapes	
19h00 - 19h15	Welcome	
19h15 – 19h45	<b>Keynote Address</b>	Individual Speaker <b>Alderman Patricia de Lille</b> Executive Mayor: City of Cape Town
19h45	STARTERS SERVED	
19h45 – 20h00	<b>Address by Chairman: Judges Panel</b>	Individual Speaker <b>Tshepo Matseba</b> Chairman: Judges' Panel
20h00 - 20h30	Prizegiving: x 10 Awards	
20h30 - 21h00	DINNER SERVED	
21h00 - 21h30	Prizegiving: x 10 Awards	
21h30	DESSERT SERVED	
21h30 – 21h45	Thanks & Closing Remarks	