

International Brand & Reputation Community (INBREC)
Community of Interest (COI) Branding Africa Chapter Meeting: South Africa

Hosted by

Brand South Africa with Vuma Reputation Management

Venue : Brand South Africa Boardroom – 103 Central Street, Houghton Estate, Johannesburg
Date : Wednesday 18 October 2017
Participants : Corporate SA Executives
Dress Code : Business Casual
Attendees : Approximately 12 – 15 Executives from the Communication sector

PRELIMINARY AGENDA

- 08:45 – 09:15 Registrations and refreshments
- 09:15 – 09:30 **Welcome and introduction to Brand South Africa**
Honourable Dr Kingsley Makhubela – Brand South Africa – Chief Executive Officer
- 09:30 – 09:45 **Welcome & Introduction of Participants**
Ms Janine Hills – Chairperson of INBREC Africa Chapter
- 09:45 – 10:15 **Update on INBREC**
Dr Markus Renner – Co-Founder & Co-Chairman of INBREC
Update on INBREC - General
- 10:00 – 11:15 **Presentation Dr Petrus De Kock – Brand South Africa - GM: Research**
South African National Brand Performance
- 11:15 – 11:45 Break for refreshments
- 11:45 – 12:45 **Presentation Ms Mpumi Mabusa – Brand South Africa – GM: Stakeholder Relations**
The role of business on building a Nation's reputation
- 13:00 – 14:00 **LUNCH**
- 14:00 – 15:00 **Presentation Ms Katy Katopodis**
Editor-in-Chief of Eyewitness news & Deputy Chairperson of the South Africa National Editors Forum (SANEF)
Media freedom & fake news
- 15:00 – 15:30 Break for Refreshments
- 15:30 – 16:30 **Presentation Dr Petrus De Kock – Brand South Africa - GM: Research**
South African Competitive Forum Consultation on National Brand Reputation & Recovery strategies from credit rating downgrade
- 16:30 – 17:00 **Summary, Wrap up, feedback and preview on next meeting**
Markus Renner – Co-Chairman & Co-Founder of INBREC /
Janine Hills – Chairperson INBREC Africa Chapter
- 17:00 End of the Meeting