



STAKEHOLDER ENGAGEMENT & COMMUNICATIONS CONFERENCE 2023



19-20 July 2023



Protea Hotel OR Tambo,
Johannesburg

**Early Bird Discount : Register & Pay Before 2 June
and qualify for 15% Discount**

Dear Stakeholder

In today's complex and interconnected world, organizations face a range of challenges when it comes to stakeholder engagement and communication. From managing expectations, building trust, and maintaining transparency, to advancing diversity, inclusion, and collaboration, there is a growing need for organizations to rethink their approach to stakeholder engagement and communication.

This conference is designed to provide you with the latest insights, tools, and strategies to address these challenges and build effective stakeholder engagement and communication strategies. Whether you are a corporate communicator, a government official, an NGO leader, or a community engagement specialist, this conference is designed to benefit you.

We will explore the latest trends in stakeholder engagement and communication, from the role of digital communication in building relationships, to the importance of social responsibility in driving positive change. We will also discuss real-world case studies, best practices, and practical solutions to the pain points that organizations face when it comes to stakeholder engagement and communication.

Join us for this interactive and engaging conference, where you will have the opportunity to network with industry experts, learn from peers, and gain practical insights that will help you build stronger relationships with your stakeholders and drive positive change for your organization and society.

WHO SHOULD ATTEND?

- Public Relations Manager
- Corporate Communications manager
- Stakeholder Relations Manager
- Investor Relations Manager
- Government Relations Manager
- Marketing Manager
- Brand Manager
- Communications Specialist

KEY SPEAKERS



**ALUWANI CHOKOE,
STAKEHOLDER RELATIONS
OFFICER, DEPARTMENT OF
AGRICULTURE & RURAL
DEVELOPMENT**



**LARA DE STADLER
HEAD OF COMMUNICATIONS
, TWIN ARCHER,**



**MUZIKAYISE MASEKO,
HEAD COMMUNICATIONS,
THE SOUTH AFRICAN
INSTITUTE OF TAXATION**



**LUSANDA JIYA ,
CEO (ACTING),
TSHIAMISO TRUST**



**DEON BINNEMAN
, WORLD RENOWNED REPUTATION EXPERT**



**NOMONDE BEVERLEY NAMBA
, SOCIAL MEDIA MANAGER**



**MMATSIE EVELYN MOTIMELE,
FUNDRAISING & COMMUNICATIONS
MANAGER,
RAISE THE CHILDREN INTERNATIONAL**



**TSHEPO SEFOTLHELO
CEO AT VUMA REPUTATION MANAGEMENT (**

Day 1: 19 July 2023

08:30 Registration & Morning Refreshments

08:50-Chairperson Opening Remarks

09:00- The Importance of Stakeholder Engagement and Communication in Organizational Success

- The definition and scope of stakeholder engagement and communication.
- The benefits of effective stakeholder engagement and communication, such as increased trust, better decision-making, and improved outcomes.
- The risks and consequences of poor stakeholder engagement and communication, such as loss of reputation, missed opportunities, and legal liabilities.
- The key principles and strategies for successful stakeholder engagement and communication, including transparency, inclusivity, responsiveness, and alignment.

Muzikayise Maseko, Head of Communications, The South African Institute of Taxation

09:40-Building Trust Through Effective Stakeholder Participation

- The importance of stakeholder participation in decision-making processes
- Strategies for engaging stakeholders in strategic planning, policy development, and other activities that impact them
- Case studies of successful stakeholder participation initiatives
- Tools and techniques for effective stakeholder engagement

Nomonde Beverley Namba, Social Media Manager

10:20: Break

10:30- Digital Communication: The Future of Stakeholder Engagement

- Overview of the latest digital communication trends in stakeholder engagement
- Case studies of successful digital communication campaigns
- Best practices for effective use of social media platforms, webinars, virtual conferences, and podcasts in stakeholder engagement
- Discussion on the challenges and opportunities of digital communication in stakeholder engagement

Aluwani Chokoe, Stakeholder Relations Officer, Department of Agriculture & Rural Development

11:10- Social Responsibility As A Driver for Effective Stakeholder Engagement

- The role of companies in promoting sustainable development and social responsibility
- Strategies for transparent and accountable practices in stakeholder engagement
- Case studies of successful sustainability and social responsibility initiatives
- Discussion on the challenges and opportunities of sustainable and socially responsible stakeholder engagement

Mmatsie Evelyn Motimele, Fundraising & Communications Manager, Raise the Children International

11:50- From Diversity to Inclusion: Advancing Equity in Stakeholder Engagement

- The importance of diversity and inclusion in stakeholder engagement
- Strategies for ensuring stakeholder representation from diverse backgrounds
- Case studies of successful diversity and inclusion initiatives
- Discussion on the challenges and opportunities of diversity and inclusion in stakeholder engagement

Tshepo Sefothelo, Chief Reputation Architect

12:30-Lunch

13:40-The Power of Collaboration: Partnering with Stakeholders to Drive Change

- The benefits of collaboration and partnerships in stakeholder engagement
- Strategies for effective collaboration and partnership building
- Case studies of successful collaboration and partnership initiatives
- Discussion on the challenges and opportunities of collaboration and partnerships in stakeholder engagement

Bonnie Nene, Head of Communications, SIOC Community Development Trust

14:20- Mastering the Media

- Crisis Communications: Preparing for and Responding to Negative Publicity
- Social Media Strategy: Leveraging Platforms for Effective Brand Promotion
- Content Creation and Storytelling: Crafting Engaging Messages for Different Audiences
- Influencer Marketing: Navigating Relationships with Key Opinion Leaders and Celebrities
- Brand Reputation Management: Strategies for Maintaining a Positive Image in the Public Eye
- Measuring Media Impact: Evaluating the Effectiveness of Your Media Campaigns

Lara de Stadler, Founder & Head of Communications, Twin Archer

15:00- The Role of Leadership in Effective Stakeholder Engagement and Communication

- The importance of leadership buy-in and commitment to stakeholder engagement and communication efforts
- Strategies for leaders to effectively communicate with different stakeholders, including employees, customers, investors, and community members
- Case studies of organizations where strong leadership has led to successful stakeholder engagement and communication
- Discussion on the challenges and opportunities of leadership in stakeholder engagement and communication, and how to develop and support effective leaders in this area.

Lusanda Jiya, Acting CEO, Tshiamiso Trust

16:00 - End of Day 1

SPONSORSHIP PACKAGES

Package	Gold	Bronze	Exhibition
Logo on Conference Website	✓	✓	✓
Logo on Conference Materials	✓	✓	✓
Complimentary Conference Registrations	4	2	1
Recognition During Conference	✓	✓	✓
Exhibition Booth Space	✓	X	X
Include Promotional Materials in Attendee Bags	✓	X	X
Logo on Conference Signage	✓	X	X
Speaking Opportunity	✓	X	X
Social Media Shoutouts	✓	X	X
Price:	R 90 000	R75 000	R25 000

08:40 AM Opening Remarks and Recap of day 1

09:00 AM 1st Workshop Begins / 10:30 Break/ 12:30 First Workshop Ends & Lunch

09:00- Navigating the Storm: Effective Crisis Communication Strategies

Workshop Facilitator : Deon Binneman, Reputation Management Consultant

In today's unpredictable world, organizations face a range of crises, from natural disasters to cyber-attacks to reputational crises. No organization is immune to these events, but what sets successful organizations apart is their ability to prepare, respond, and recover from crises.

Effective crisis communication is an essential component of any crisis management plan. It enables organizations to protect their reputation, maintain stakeholder trust, and mitigate the impact of crises. In this workshop, we will explore the key elements of effective crisis communication, from risk assessment to stakeholder communication, to develop strategies that can help organizations navigate crises.

Through a combination of lectures, case studies, and a mock crisis exercise, you will gain practical skills and knowledge that can be applied to your organization's crisis communication planning and execution. Our expert facilitators will guide you through each step of the crisis communication process and provide insights and best practices based on their years of experience in crisis communication.

Outline:

- Introduction to Crisis Communication: Understanding the basics and importance of crisis communication
- Types of Crises: Identifying and categorizing the different types of crises that an organization may face
- Risk Assessment: Conducting a thorough risk assessment and identifying potential crises before they occur
- Crisis Communication Planning: Developing an effective crisis communication plan and team
- Crisis Communication Execution: Implementing the crisis communication plan and team during a crisis
- Stakeholder Communication: Understanding the role of stakeholder communication during a crisis and developing effective strategies for communicating with stakeholders
- Case Studies: Analysing real-world examples of effective crisis communication strategies and lessons learned from past crises
- Mock Crisis Exercise: Conducting a mock crisis exercise to practice crisis communication skills and identify areas for improvement

Wrap up and Q&A session, where participants can ask questions, share their experiences, and discuss the key takeaways from the workshop. The workshop can also end with a networking session to allow participants to connect and engage with each other.



13:30 - Effective Project Management for Stakeholder Engagement and Communications Officials

Welcome to this training on effective project management for stakeholder engagement and communications officials. As officials responsible for stakeholder engagement and communication initiatives, you are often tasked with managing complex projects that involve multiple stakeholders, tight deadlines, and competing priorities. Effective project management skills are critical to ensuring that your projects are delivered on time, within budget, and to the satisfaction of your stakeholders.

This training is designed to provide you with the skills, tools, and knowledge to effectively plan, implement, and evaluate stakeholder engagement and communication projects. Through interactive sessions, real-world case studies, and practical exercises, you will gain the confidence and competence to manage your projects effectively and efficiently.

Introduction to Project Management

- Defining project management
- Key concepts and principles of project management
- The project management lifecycle

Project Initiation

- Defining project scope and objectives
- Stakeholder identification and analysis
- Developing a project plan

Project Implementation

- Managing project timelines, budgets, and resources
- Communication and stakeholder engagement planning
- Risk management and mitigation strategies

Project Evaluation and Closure

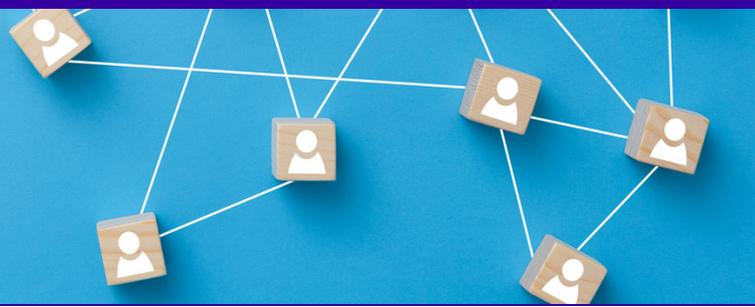
- Monitoring and evaluating project outcomes and impacts
- Reporting and documentation
- Lessons learned and continuous improvement

Applying Project Management to Stakeholder Engagement and Communication Initiatives

- Best practices in stakeholder engagement and communication project management
- Integrating stakeholder engagement and communication into project management processes
- Overcoming common challenges and barriers in stakeholder engagement and communication project management

By the end of this training, you will have the skills, tools, and knowledge to effectively manage stakeholder engagement and communication projects, from initiation to evaluation and closure. You will be able to develop comprehensive project plans, effectively manage project timelines, budgets, and resources, and engage stakeholders throughout the project lifecycle. You will also be able to apply best practices in stakeholder engagement and communication project management to ensure that your projects deliver positive outcomes and impacts for your stakeholders and your organization.

16:00 End of Workshop /Certificates of Attendance



Booking Form

Stakeholder Engagement & Communications Conference 2023

19-20 July 2023 , Protea Hotel OR Tambo & Virtual
Registration Fees | Face 2 Face, R 9 999.00 | Virtual , 7 999.00
E-mail booking form to : info@skillingsa.co.za

Make a mark on your choice : Face 2 Face | Virtual

- Fees do NOT include accommodation
- Delegates will get the conference recording as well as hand-outs.

DELEGATE NOMINATIONS

1. Mr./Ms./Mrs./Dr:
Email:
Tel: Cell:
2. Mr./Ms./Mrs./Dr:
Email:
Tel: Cell:
3. Mr./ Ms./Mrs./Dr:
Email:
Tel: Cell:
4. Mr./Ms./Mrs./Dr:
Email:
Tel: Cell:
5. Mr./Ms./Mrs./Dr:
Email:
Tel: Cell:

DELEGATE APPROVAL (PLEASE REGISTER ME/US)

Signatory must be authorized to sign on behalf of contracting organization

Name:
Position:
Organisation:
VAT: Tel:
Invoice Address:
Signature: Order No (Optional):
Date :

This booking form is invalid without a signature

BANKING DETAILS

Account Name: SkillingsA (PTY) Ltd
Bank: FNB, The Glen Branch
Branch Code: 259605, Account No: 62726914684

How to Register

Registration can only be done by completing THIS registration form, signing it and e-mailing to info@skillingsa.co.za

Do note: No booking will be accepted, or invoice issued until the duly completed registration form is received!

TERMS AND CONDITIONS

Accepted applications to attend the SkillingsSA training course ("Event") are in every case subject to these terms and conditions:

Payment Terms – Payment is due in full upon completion and return of the registration form. Due to limited conference space we advise early registration and payment to avoid disappointment. Admission to the conference will be refused if payment has not been received.

Orders from Public institutions will be accepted.

Delegate Cancellations – must be received by SkillingsSA in writing and must be addressed to the Customer Services Manager at info@skillingsa.co.za

Cancellations received 10 working days before Event start-date, entitle the cancelling delegate to a full credit of amounts (credit to attend future event – not refund monies) paid to date of cancellation which may only be redeemed against the cost of any future SkillingsSA Event, within one year from date of such cancellation;

Any cancellations received less than 10 working days before the Event start-date, do not entitle the cancelling delegate to any refund or credit note and the full fee must be paid;

Nonattendance without written cancellation, the Customer Services Manager, is treated as a cancellation with no entitlement to any refund or credit.

Speaker Changes – Occasionally it is necessary for reasons beyond our control to alter the content and timing of the program or the identity of the speakers.

If SkillingsSA cancels an Event, delegate payments at the date of cancellation will be credited to a SkillingsSA Event (such credit is available for up to one year from the date of cancellation). If SkillingsSA postpones an Event, delegate payments at the postponement date will be credited towards the rescheduled Event. If the delegate is unable to attend the rescheduled Event, the delegate will receive a full credit of amounts paid up to the date of postponement which may only be redeemed against the cost of any future SkillingsSA Event (and such credit will be available for one year from the date of postponement). No cash refunds whatsoever are available for cancellations or postponements.

Warranty of Authority – The signatory warrants that he/she has the authority to sign this Application and agrees to be personally liable to SkillingsSA for payments falling due pursuant thereto should such warranty be breached

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