

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

Hosted by
Vuma Reputation Management with Dr Markus Renner

Theme
Brand and Reputation, banning industries from sponsorships. How sustainable is it for the sponsors in building their brand and reputation, also for the industries?

Date : Thursday, 15th April 2021
Time : 10:00am – 14:00pm

FINAL AGENDA

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| 10:00 – 10:10 | Welcome by Tshepo Sefothelo and confirmation of the agenda |
| 10:10 – 10:45 | Brief update from each member; A year later, living and working with the pandemic |
| 10:45 – 10:50 | Opening address -
Tshepo Sefothelo – INBREC African Chapter – Chairperson |
| 10:50 – 11:15 | The evolution of sponsorships
Kate Johns – Standard Bank – Head: Africa & International Media Relations |
| 11:15 – 11:45 | Open floor for questions, answers and discussion |
| 11:50 – 12:15 | Head for triple for a triple win: sponsorships & corporations in the NGO sector
Patrick Hoese – CSR Consultant |
| 12:15 – 12:40 | Open floor for questions, answers and discussion |
| 12:40 – 13:00 | BREAK |
| 13:00 – 13:20 | Remarks and comments
Dr Markus Renner- Partner – Branding Institute |
| 13:20 – 13:50 | Open floor for questions, answers and discussion |
| 13:50 – 14:00 | Closing Remarks
Tshepo Sefothelo – INBREC African Chapter – Chairperson |

End of meeting