

Africa communicators to talk 2010

Communicators from across Africa will be in Johannesburg at the end of July 2008 to discuss how best to take advantage of the 2010 FIFA World Cup and project Africa positively to the world at the third annual 2010 National Communication Partnership Conference.

They will also discuss the massive global audience the event will attract, reports Southafrica.info.

The third annual 2010 National Communication Partnership Conference takes place at the Sandton Convention Centre on 29 and 30 July, under the theme "Africa's time has come - mobilising for 2010 and beyond".

"We want to achieve a coherent and action-oriented plan," Nkenke Kekana, Chairperson of the 2010 National Communication Partnership, said in a statement.

"That is why the conference this year is held over two days as against the one-day conferences we held in 2006 and 2007.

"The conference will make it possible for African communicators to exchange ideas and practical suggestions on how to improve the continent's image and reputation in the world, using the opportunities presented by the world cup."

The first day of the conference will have a South African focus, with delegates being introduced to the United South Africa Campaign.

The second day will focus on sharing the partnership's communication framework for the next two years, with the emphasis on Africa.

One of the highlights will be a presentation by an African public relations expert from on marketing the continent.

The 2010 National Communication Partnership brings together the country's 2010 Local Organising Committee, the Government Communication and Information System (GCIS), the International Marketing Council of South Africa (IMC), South African Tourism, Proudly South African and a range of private sector and civil society groups.

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