

# Conference on branding Africa for 2010

The International Marketing Council of South Africa (IMC), together with the 2010 National Communication Partnership Task Team, is hosting the second National Communication Partnership Conference in Johannesburg on Wednesday, 15 August 2007, to answer the question “How do we brand Africa to the world in the lead up to 2010?”

This year's conference, themed ‘Africa's time has come’, will bring together marketers, communicators and other interested stakeholders from across Africa to discuss how to create a new and lasting impression of Africa that will encourage foreign investment and a global mind change about the continent. The 2010 National Communication Partnership Task Team includes representatives from Government, business and the 2010 FIFA World Cup Local Organising Committee.

It is the second year that the 2010 World Cup National Communication Partnership Conference, which is endorsed by the Presidency, is taking place. Last year's conference focused on branding South Africa.

The conference will be held in Sandton, Johannesburg. The day starts with inputs by a number of high profile speakers, followed by outcomes-oriented working group discussions, clustered around three themes – tourism; advertising and marketing, and media and communications. A Cape to Cairo themed networking dinner, showcasing a tapestry of African food, culture and music, will end proceedings.

Nkenke Kekana, the chairperson of the 2010 National Communication Partnership Task Team, describes the conference which is being held annually in the lead up to 2010 as “a unique event allowing stakeholders from across Africa to coordinate communication messages for 2010, to explore marketing opportunities and partnerships, as well as to study the key lessons from the 2006 FIFA World Cup in Germany.”

Some of the confirmed speakers (and their topics) include:

- Rev Makhenkesi Stofile, Minister of Sport and Recreation: The continent's commitment to an African legacy from the 2010 FIFA World Cup.
- Danny Jordaan, CEO of the 2010 FIFA World Cup Local Organising Committee: South Africa is ready.
- Ben Egbuna, president of the African Union of Broadcasters: 2010 – the communication opportunity for the continent.
- Yvonne Johnston, CEO of the IMC: Positioning opportunity for the continent.

The cluster discussions are being led by the following:

- Tourism: Sugan Pillay
- Advertising and marketing: Nkwenkwe Nkomo
- Media and communications: Thabo Masebe

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