



# BRAND SUMMIT

South Africa



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## The South African story

South Africa has come a long way since the dark days of apartheid.

The multiparty negotiations of the early 1990s culminated in globally celebrated, all-inclusive, historic elections that led to a new political era; a Constitutional democracy underpinned by a progressive Constitution and Bill of Rights.

South Africa effectively embarked on what seemed like an irretrievably new path; a journey that sought to bring all South Africans - irrespective of racial, ethnic, religious, and ideological background - under the same flag. It also became the first country in Africa and, no doubt, one of the first few in the modern world to recognise and constitutionally protect the rights of Lesbian, Gay, Bi-sexual, Transgender, Intersex, and Queer (GLBTIQ) communities.

But countries are also brands, country/nation brands that compete with others for investments, tourism, foreign students/scholars, major research grants funded by multilateral organisations or multinational corporations; they also compete for consideration to serve as bases for major organisations of all kinds who'd bring communities of highly skilled and paid expats.

## The rationale for the Brand Summit South Africa

24 years following the dawn of democratic South Africa and five Presidents later, a lot has happened to unravel the tapestry of the rainbow nation which earned South Africa the admiration of the world.

This summit provides a robust platform to continue a series of easy and difficult conversations that will enable participants to:

- Understand how South Africa is perceived and what it is currently associated with and known for, domestically and globally (current nation brand image);
- Identify the things that impact on South Africa as a nation brand;
- Discuss South Africa's brand narrative(s), i.e. the messages that are being received out there, domestically and globally, about the country, how these get sent out and how they inform the narrative of the nation brand image;
- Identify key South African brands – across the spectrum – domestically and globally, that particularly impact on South Africa's image;
- Globally benchmark South Africa against other nation brands, especially its middle-income country peers, in Africa and elsewhere in the world;
- Discuss global best practice in nation brand building and management;
- Facilitate discussions about an ideal brand South Africa; what we would like South Africa to be known for and associated with (brand identity); and, finally
- Recognise, award, and celebrate the brands that make South Africa shine.

## Target audience

- Business leaders
- Community leaders
- Political leaders
- Youth Leaders/ Leaders of tomorrow
- Specialist media in brand management and reputation management
- Reputation management professionals
- Senior government officials
- Political communicators
- Brand management professionals

# Thematic Summit Discussion Panels

## 1. Destination/Brand Marketing Case Study

This is a sponsored panel discussion that will focus on a destination case study, looking at the challenges it faces, especially in regard to destination/brand image, and what measures it has put in place to mitigate such challenges.

- Do you do marketing domestically and globally?
- Have you ever faced brand reputation/image challenges that stood between you and your target audience?
- How have you dealt/do you deal with such challenges?
- What are your winning marketing approaches?

## 2. Business Discussion Panel

This panel focuses on the impact of corporate South Africa (big and small business) on South Africa's country/nation brand. Panellists assess home-born business brands that operate within the borders of South Africa and those that operate in the global arena.

- Are such brands values-driven and ethically managed?
- Are they consistent in their treatment of rights issues?
- Are the ones operating abroad seen to respect the laws of their host countries?
- Are they generally respected and do they represent South Africa well?
- What should they be doing differently to become positive ambassadors of brand South Africa and what it aspires to stand for, at home and globally?
- Is corruption prevalent in South African business?
- What should they be doing differently?

## 3. Political Discussion Panel

Politics play a big role in informing the mood of and in any country. The conduct of players in this arena can inspire confidence or destroy it. It can also instil fear for the future and damage goodwill if it is characterised by too much negative

discourse, especially if such discourse is of a violent type that threatens to bring physical or unfair material harm to members of society.

Issues such as real or perceived levels of corruption get considered and discussed from a nation brand impact perspective. Panelists in this session will cast abroad, mid-to-high level view of the South African political landscape and share views on whether the climate is a positive one that inspires confidence in the country or not.

#### **4. Community Discussion Panel**

This panel will look at other important sectors with the potential to impact on how the country is viewed, domestically and globally. These are sectors and issues such as the sports, education, health, socio-economic development, religion, traditional leadership, NGOs, racial harmony, youth development, community building, safety, etc.

The aim is to pin-point areas that have obvious and immediate impact on how sentiment about the country, at home and abroad, can be shaped. The panellists will aggregate the general sentiment on these areas and suggest ways to lessen negative impact on nation brand, especially in so far as it might scare off potential investors, tourists, foreign students considering South African universities, etc.

#### **5. Leaders of the Future (Youth) Panel**

This panel will be moderated by a dynamic, young, South African and consist of other young South Africans with leadership potential or who already occupy leadership positions/roles. They will discuss South Africa, the country/nation brand, from their own perspective.

- What are their aspirations for South Africa?
- What, in their view, is working and what is not working for them?
- How can the challenges faced by South Africa be overcome?
- What should be the role of young South Africans on this journey?

## 6. South Africa – The African Perspective

This panel will interrogate the evolving country/nation brand image of South Africa as seen from the rest of the African continent. From the early years of its post-apartheid constitutional democracy, the country seems to have had a number of “hits and misses” in regard to positioning itself in the rest of the continent. From being accused of trying to play “big brother”, in the early years, and being seen to adjust its stance on a number of hot African issues in order to void “standing too far apart/ahead” of its peers, to being seen as an unwelcoming host to African immigrants; South Africa has, seemingly, behaved like a moving target.

- What did fellow Africans expect from post-apartheid South Africa?
- Has South Africa lived up to their expectations?
- What does contemporary South Africa represent to fellow Africans on the continent and in the diaspora?
- Are their expectations realistic for South Africa to meet?

## 7. Global Benchmarking Discussion Panel

This will be the last discussion panel of the summit. Having listened to discussions in preceding panels and armed with global experience in their respective fields and from different parts of the world, a combination of international and local experts will offer their views on South Africa, the country/nation brand, seen from outside.

- What image of the country did they have prior to taking part in the summit?
- How does South Africa compare, globally?
- Is post Nelson Mandela South Africa seen to be different to when he was still around? If yes, in what way?
- What is the country getting right and what is it getting wrong?
- What should South Africa be doing differently in order to be a winning, leading, attractive and globally appealing country/nation brand?

## Guest Speakers and Panellists

Here are some of the key guests who took part in the inaugural summit:

- ✓ Chief Justice Mogoeng Mogoeng
- ✓ Professor Thuli Madonsela
- ✓ Western Cape Economic Development Minister Alan Winde
- ✓ Bruce Whitfield (media)
- ✓ Simon Susman (Woolworths Chairman)
- ✓ Jeremy Maggs (Maggs-on-Media)
- ✓ Bonang Mohale (Business Leadership South Africa)
- ✓ Neeshan Bolton (Ahmed Kathrada Foundation)
- ✓ Yanina Dubeykovskaya (Founder & President: World Communication Forum, Davos, Switzerland)
- ✓ Laurent Amar (Consul-General of France)
- ✓ Samuel Mensah (Founder & CEO: Kisua.Com – Ghana)
- ✓ Duke Malan (HilburgMalan – Hong Kong)
- ✓ Mteto Nyati (CEO: Altron)
- ✓ Kganki Matabane (CEO: Black Business Council)
- ✓ Siki Mgabadelo (eNCA TV & Radion Anchor)
- ✓ Crispin Sonn (CEO: Gamiro Investments), etc.

## Media Coverage

The 2018 Summit was covered among others by:

Fin24; ENCA; Maggs on Media; Cape Talk; Radio 702; City Press; News24; CNBC Africa; Salaam Media; BizCommunity

## Sponsorship/Partnership Packages

### 2- Day Summit / Headline Sponsor: R600 000

- ✓ Inclusion in a panel discussion
- ✓ Branding in the Summit program and digital/on-site marketing collaterals
- ✓ Recognition in Summit press releases and social media platforms
- ✓ 4 x Delegate passes to the Summit
- ✓ Speaking slot at Awards Ceremony
- ✓ A table at the Awards Ceremony (x10pax)

### Convenor's "Influencer of Influencers" Award: R300 000

- ✓ Identify and co-select winner with summit convenor
- ✓ Present Award to winner in front of media cameras
- ✓ Branding in the Summit program and digital/on-site marketing collaterals
- ✓ Recognition in Summit press releases and social media platforms
- ✓ 4 x Delegate passes to the Summit
- ✓ Branded banners at summit venue
- ✓ Speaking slot at Awards Ceremony
- ✓ A table at the Awards Ceremony (x10pax)

### Destination / Brand Marketing Case Study Panel: R300 000

- ✓ Propose 3 panellists; Summit organisers will add 2
- ✓ Branding in the Summit program and digital/on-site marketing collaterals
- ✓ Recognition in Summit press releases and social media platforms
- ✓ 4 x Delegate passes to the Summit
- ✓ Branded banners at summit venue
- ✓ Speaking slot at Awards Ceremony
- ✓ A table at the Awards Ceremony (x10pax)

## **Awards Ceremony: R250 000**

- ✓ Inclusion in a panel discussion
- ✓ Branding in the Summit program and digital/on-site marketing collaterals
- ✓ Recognition in Summit press releases and social media platforms
- ✓ Branded banners at summit and awards venues
- ✓ 2 x Delegate passes to the Summit
- ✓ 4 x Tickets to Awards Ceremony

## **Cocktail Networking Session: R100 000**

- ✓ Branding in the Summit program and digital/on-site marketing collaterals
- ✓ Recognition in Summit press releases and social media platforms
- ✓ Branded banners at the summit and cocktail venues
- ✓ 2 x Delegate passes to the Summit
- ✓ 2 x Tickets to the Awards Ceremony

**NB.** All sponsors will have their logos displayed on the summit website with a hyperlink to their website. In return, sponsors can provide information on their website about their involvement in the summit with a reciprocal link to the summit website.



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