

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

**Hosted by**  
SAPPI with Vuma Reputation Management

**Venue** : SAPPI Head Office – 108 Oxford Road (Entrance on 9<sup>th</sup>), Rosebank , Johannesburg  
**Date** : Wednesday 7 March 2018  
**Participants** : Corporate SA Executives  
**Dress Code** : Business Casual  
**Attendees** : Approximately 12 – 15 Executives from the Communication sector

**DRAFT AGENDA**

- 08:45 – 09:15 Registrations and refreshments
- 09:15 – 09:30 **Welcome and introduction to SAPPI**  
*Mr Andre Oberholzer – SAPPI – Group Head Corporate Affairs*
- 09:30 – 10:00 **Welcome & Introduction of Participants**  
*Ms Janine Hills – Chairperson of INBREC Africa Chapter*
- 10:00 – 11:00 **Presentation Mr Doug Place – Nandos - Marketing Director**  
The Journey of Nandos and How does Nandos change lives – to take South African Products into the rest of the world with a story
- 11:00 – 11:30 Break for refreshments
- 11:30 – 12:30 **Presentation Ms Refentse Shiners – Airports Company South Africa  
Group Executive: Corporate Affairs**  
Managing Airports Company South Africa's reputation and crises at the airports.
- 12:30 – 13:30 **LUNCH**
- 13:30 – 14:30 **Presentation Mr Andre Oberholzer – SAPPI – Group Head Corporate Affairs**  
Intentional Evolution - The development of a global multinational from the heart of Johannesburg. SAPPI's journey towards brand alignment and finding our new future by revisiting wood fibre
- 14:30 – 15:00 Break for Refreshments
- 15:00 – 16:00 **Presentation Ms Katy Katopodis**  
Editor-in-Chief of Eyewitness news & Deputy Chairperson of the South Africa National Editors Forum (SANEF)  
SANEF reaction to the Multichoice announcement
- 16:00 – 17:00 **Summary, Wrap up, feedback and preview of next meeting**  
*Janine Hills – Chairperson INBREC Africa Chapter*
- 17:00 End of Meeting