

# Crisis and Reputation Management in a Digital Age: A Brands Golden Hour



How do we avoid, prepare, deal and recover from crises?



**Gordon Institute  
of Business Science**  
University of Pretoria

**27<sup>th</sup> June 2019**

# Programme agenda

## Crisis and Reputation Management in a Digital Age 2019

08:00 – 08:20	Registration and arrival refreshments
08:20 – 08:30	<a href="#">Welcome and Opening Remarks by Conference Moderator</a> <b>Bruce Whitfield</b> , Talk Radio 702 Business Presenter
08:30 – 09:15	<a href="#">Key Opening Address</a> <a href="#">Leading Through a Crisis. Building a Turnaround Strategy for Transforming the Organisation and its Culture</a> <b>Mark Barnes</b> , CEO, SA Post Office
09:15 – 10:30	<a href="#">What Happens when Disaster Strikes: The Crisis War Room</a> <b>Khulu Phasiwa</b> , Former Eskom Spokesperson <b>David Hertz</b> , Chairman, Werksmans Attorneys <b>Jacqui O'Sullivan</b> , Executive: Corporate Affairs, MTN <b>Lebo Madiba</b> , MD, PR Powerhouse <b>Keri-Ann Stanton</b> , Head of PR, Avatar
10:30 – 10:45	Tea
10:45 – 11:30	<a href="#">Online Communication Strategies: How to Prevent an Own Goal?</a> <b>Michael Oelshig</b> , MD of Cerebra <b>Kgothatso Mampa</b> , Associate in the Technology, Media and Telecommunications department at ENSafrica. <b>Tshepo Sefothelo</b> , Executive Director of Operations, Vuma Reputation Management
11:30 – 12:20	<a href="#">Working on Crisis Negotiation: The Edcon Deal</a> <b>Grant Pattison</b> , CEO, Edcon
12:20 – 13:00	Lunch
13:00 – 13:45	<a href="#">Dealing with a Crisis - A Stakeholder Perspective: Working Effectively with Investors and Analysts</a> <b>Claude Baissac</b> , CEO, Eunomix <b>Zanele Morrison</b> , Corporate Affairs, Marketing and Communication, JSE Other speakers to be confirmed
13:45 – 14:15	<a href="#">Lessons for Corporates from an NGO Perspective</a> <b>Badr Kazi</b> , Director, Strategic Partnerships, Gift of the Givers  This NGO is the largest disaster response team on the African continent. Gift of the Givers has delivered lifesaving aid in the form of Search and Rescue teams, hostage negotiation, medical personnel, medical equipment, medical supplies, medicines, vaccines, anti-malarial medication, high energy and protein supplements, food and water to millions of people in 43 countries, South Africa included.
14:15 – 15:00	<a href="#">Rebuilding and Recovering from Crises</a> <b>Professor Nicola Kleyn</b> , Dean, Gordon Institute of Business Science <b>James-Brent Styan</b> , Author of " <i>Blackout, the Eskom Crisis</i> " and " <i>Steinhoff: Inside SA's Biggest Corporate Crash</i> " Speakers to be confirmed
15:05	Close