

# Vision 2013 - with PRISA President Tshepo Matseba

"Vision is the art of seeing what is invisible to others."- Jonathan Swift (Irish writer)

In these tumultuous times, ambiguity and uncertainty seem to reign supreme in the public relations and communication profession. It is up to communicators to see through the thick cloud of uncertainty and look to the future. A clear map outlining the way forward is crucial to gain a competitive advantage in this fast-moving industry. Finding this vision is the intention of the upcoming session with the PRISA president.

During this session, we will look at these key areas:

- Brand engagement and internal communication - how to effectively leverage your brand equity to tap into its vast public relations and commercial potential.
- Interrogate the latest trends on measurement and evaluation
- Return on investment - creative solutions to answer the question beloved of leaders "why should I spend my money?"
- Digital media - An exploration of how it has altered the way communicators engage with journalists and the media.
- Outsourcing - what is the value of using outside services and best practice
- And more insights, perspectives and opinions on what the future holds for the profession

Join us for what is shaping up to be an exciting, progressive session and have the opportunity to participate in the open floor discussion with the speaker. As the aim is to develop a proactive vision for communicators, a collaborative conversation will be held with the PRISA president. Delegates are encouraged to prepare topics they would like to discuss, debate or share with the president and other delegates. This event is planned to be interactive and issues will be raised in real-time, so don't miss out.

About the speaker:

PRISA president Tshepo Matseba APR is currently the head of marketing: sales and distribution at Discovery, a leading financial services institution founded on the principles of consumer engagement and wellness

Prior to that, he was head of brand and strategic communication at the Momentum Group's financial planning division. He has also served in a communication role with the MTN Group and his expertise includes strategic corporate communication, media relations, brand leadership, advertising, events management, digital media, and corporate social investment.

Tshepo has completed the Management Advancement Programme at Wits Business School, as well as the Professional Management Programme offered by UNISA's Graduate School of Business Leadership in collaboration with the Open University Business School in the UK. He also holds the Advanced Skills Programme in Public Relations Management from the ProVox Centre for Public Relations and Communication, and has a Communication Science degree from UNISA.

He is registered as an APR (Accredited in Public Relations), which is internationally recognised in the United States, Canada, New Zealand and Australia through the Global Alliance of Public Relations and Communication Management (GA). He is also accredited as MCIPR (Member of the Chartered Institute of Public Relations), UK.

Tshepo has been featured and published in a range of media including SABC TV, CNBC Africa, Kaya FM, Africa Magic (DSTV), Metro FM, Sowetan, Sunday World, Afropolitan Magazine and Wits Business School Journal.

Your investment:

- PRISA registered practitioner R890-00
- Non-registered practitioner R990-00
- PRISA registered student R520-00

- Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking.

**Date:** 24 January 2013

**Time:** 08:00 - 12:30

**Venue:** ProComm House, 108 Bram Fischer Drive, Ferndale, Randburg

**Cost:** Please contact [cpd@prisa.co.za](mailto:cpd@prisa.co.za)

**More info:**

Gauteng: PRISA Randburg

ProComm House, 108 Bram Fischer Drive, Ferndale, Randburg

Date: 24 January 2013 (08:30 – 12:30)

Registration: 08:00 to start promptly at 08:30

CPD Points: 5 (PRISA Members)

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