

Tourism boss for IMFSA 2010 panel

In one of his first public appearances since his appointment as acting head of the International Marketing Council of South Africa (IMC), Moeketsi Mosola will be addressing questions regarding the 2010 FIFA World Cup at the upcoming International Media Forum South Africa (IMFSA) next week.

Mosola is CEO of SA Tourism and is acting for Yvonne Johnston who recently resigned from the IMC, the custodian of Brand South Africa.

He will sit on a panel to be chaired by renowned radio personality John Perlman and which will discuss the question whether 2010 will end up as a lost opportunity for South Africa. Their fellow-panelists will be Paul Charles, director of communications at Virgin Atlantic and John Chiahemen, editor of the Reuters Africa website.

“This will be an opportunity for other communicators to meet the new head of the IMC, which plays such a vital role as the country approaches 2010”, says Fergal Parkinson, organiser of the conference.

Influential editors and journalists from around the world will focus on the international coverage of South Africa as well as a discussing an effective media strategy for the country.

“This makes Mosola's participation so much more vital,” said Parkinson.

IMFSA (www.internationalmediaforum.com) will be held on 21 - 22 May 2008 in Bryanston, Johannesburg. The organisers of the forum have extended its 15% discount for Bizcommunity.com readers who book before 20 May - a saving of over R1500 per ticket. For more information and to book your seat now, [click here](#).

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