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**STRATEGIC
COMMUNICATION
CONFERENCE 2023
PROGRAMME**



UNIVERSITY
OF
JOHANNESBURG



2023 Strategic Communication Conference Programme

Hosted by
The Departments of Strategic Communication
of the University of Johannesburg and Lund University



28 September 2023, Day 1

8:00 to 8:30	Arrival and registration	STH Sun International Auditorium, UJ
MC: Dr Karabo Sitto-Kaunda (University of Johannesburg)		
8:30 to 8:55 Virtual chair: Prof Corné Meintjes	Opening and Welcome	Prof Elizabeth Lubinga HOD, Department of Strategic Communication University of Johannesburg Prof Marlène Wiggill Associate Professor, Department of Strategic Communication Lund University Prof Suzy Graham Vice-Dean: Teaching and Learning, Faculty of Humanities University of Johannesburg
9:00 to 10:30 Virtual chair: Prof Corné Meintjes	Key-note Speaker	Prof Howard Nothhaft Associate Professor, Strategic Communication Lund University Introduction: Dr Sifiso Mnisi Head of School, School of Communication University of Johannesburg Respondent: Prof Nina Overton-de Klerk Emeritus Professor University of Johannesburg
10:30 to 11:00	Tea/coffee (Gallery of Talent Showcase)	
11:00 to 13:00 Session chair: Dr Caroline Azionya Virtual chair: Prof Corné Meintjes	A Rhizomatic and Dialogic Rendezvous with Strategic Communication Managing Organisational Change Through Internal Communication: Management Consultants' Perspective Corporate Sustainability and Making Meaning of Organisational Purpose: A Case Study of South African Medical Aid Service Providers The Role of Ethics in Strategic Communication: Challenges & Solutions Criteria and Indicators for Assessing the Impact of Strategic Communication on the Financial Performance of a Business Organisation	Roela Hattingh & Prof Corné Meintjes University of Johannesburg Delmari van Zyl & Prof Anna Oksiutycz University of Johannesburg Clarissa Muir & Prof Nina-Overton de Klerk University of Johannesburg Dr Juniper Wonder University of Limpopo Lina Jakučionienė Vilnius University (Lithuania)
13:00 to 14:00	Lunch (Gallery of Talent Showcase)	
14:00 to 15:30 Virtual chair: Clarissa Muir	Introduction to Unreal Editor for Fortnite (UEFN) AI Governance Framework Session facilitator	Arvind Neelakantan Technical Evangelist Epic Games India, MEA Christopher Lazley Partner and Executive Creative Director at Razor M&C Saatchi Group South Africa Prof Samantha Moodley University of Johannesburg
15:30 to 16:00	Tea/coffee (Gallery of Talent Showcase)	
16:00 to 17:15 Session chair: Prof Corné Davis Virtual chair: Clarissa Muir	Designing a Conceptual Digital Communication Framework to suit Luxury Fashion Brands Using the Digital Environment to Enhance Conversation and Learning Amongst Emerging Communication and Public Relations Practitioners Cultural Functionality, AI Identity and Para-social Perspective in AI Avatar Brand Marketing in Service Industries in Ghana Understanding the Relational Proximity of the Organisation-Stakeholder Relationships of Woolworths: A Twitter Social Network Analysis	Dr Helena van Wyk IMM & Neeltje du Plessis Independent Rifqah Abrahams Cape Peninsula University of Technology Belinda Osei-Mensah University of Education, Ghana Mokoatedi Sebetha & Prof Corné Meintjes University of Johannesburg
17:30 onwards Virtual chair: Clarissa Muir	Cocktail: Future of PR in South Africa Study Report MC: Dustin Chick Partner & Managing Director Razor PR Global Partner: Thomas Stoeckle PR Academy Ltd Bournemouth University	

Scan this QR code to access the conference website,
including speaker profiles, biographies, and abstracts



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29 September 2023, Day 2

8:30 to 8:55	Arrival and registration	STH Sun International Auditorium, UJ
9:00 to 11:00 Session chair: Prof Anna Oksiyutz Virtual chair: Prof Corné Meintjes	Investigating Generation Z's Perceptions of Non-Monetary-Based Cause Marketing Campaign Structural Elements on Instagram Developing a Strategic Integrated Communication Framework for the Child Protection Sector in South Africa: A Reflective Journey The Complexities Regarding Student and Alumni Personal Brands in Relation to Brand Advocacy Behaviour in the Context of Higher Education: Trends in Strategic Communication Research Generative Pretrained Transformers: Unravelling the Rise and Hegemony of AI-powered digital-Suprintermediaries Critical Role of Internal Communication in Managing Change Driven by Artificial Intelligence (AI) in the Workplace	Nyiko Sithole & Roela Hattingh University of Johannesburg Dr Anette Degenaar, Prof Lida Holtzhausen & Prof Lynette Fourie North-West University Koos de Villiers North-West University Dr Caroline Azionya & Prof Nina Overton-de Klerk University of Johannesburg Florence Musengi Wayam Communications
11:00 to 11:30 11:30 to 13:00 Facilitator: Prof Mandla Radebe Virtual chair: Clarissa Muir	Tea/coffee (Gallery of Talent Showcase) Industry/academic panel discussion	Prof Ana Adi Professor, Public Relations Quadriga University of Applied Sciences Prof Rene Benecke Associate Professor, Strategic Communication UJ Sylvester Chauke Chief Architect DNA Brand Architects Prof Lida Holtzhausen School Director: School of Communication NWU Moliehi Molekoa Managing Director, CEO Magna Carta Andre Oberholzer Group Head: Corporate Affairs Sappi Thabisile Phumo Executive Vice-President, Stakeholder Relations, APR Sibanye Stlwater Oscar Tshifure – Head of Public Affairs Razor PR, PRISA president-elect
13:00 to 14:00	Lunch (Gallery of Talent Showcase)	
14:00 to 15:30 Session chair: Prof Elizabeth Lubinga Virtual chair: Prof Corne Meintjes	Decolonising Public Relations Education in South Africa: A Case of the Lemba People A Rubric for Evaluating the Support of Industry Awards for Education Outcomes within Technical and Vocational Education (TVET) Reflecting on the Role of Mastery, Qualifications and Certification in the Career and Performance of Strategic Communicators Communication Excellence Training	Roberto Mabada University of Johannesburg Stephen King Middlesex University Eleanor du Plessis & Mari Lee DevCom Mari Lee DevCom
15:30 to 16:00	Tea/coffee (Gallery of Talent Showcase)	
16:00 to 17:00 Session chair: Dr Neil Levy Virtual chair: Clarissa Muir	"All for one and one for all" A Study on a Cultural Change in a Multinational Organization The Use of Co-Creation and Stakeholder Inclusion in Adolescent Healthcare for Underage Drinking Perceptions of Strategic Communication in International Master's Programmes	Dr Camilla Nothhaft Lund University Seriane Morapeli University of Johannesburg Dr Maria Ruiz Lund University
Closing	Dr Karabo Sitto-Kaunda	

Thank you for your participation!

While we have made every effort to ensure the accuracy and completeness of the schedule, unforeseen circumstances may require adjustments to the program. While every effort has been made to ensure the accuracy and completeness of the conference programme, we acknowledge that errors and omissions may occur. We apologize for any oversights and kindly request your understanding.

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