

SASA Pre-Conference Workshop, 11 July 2012

The Ball is in Your Court: Challenges and Prospects for Budding Archivists
Theme: Marketing

Venue: Kopanong Hall, Theo van Wijk Building 10th Floor, Unisa Main Campus,
Muckleneuk, Pretoria

Time: 08:30-16:00

Limited to 30 persons. You may bring your own laptops to work on.

P R O G R A M M E

08:30-09:00 Registration

09:00-10:00 *Who are we?*

General overview (activity: poster creation)

Facilitator: Ms Isabel Kelly

10:00-11:00 *Who are they?*

Client profiles (activity: profiles creation)

Facilitator: Mr Mpho Ngoepe`

11:00-11:30 TEA & light refreshments

11:30-12:30 *What do they want?*

Client needs analysis (activity: discussion circles)

Facilitator: Mr Mpho Ngoepe

12:30-13:00 Feedback, conclusions, recommendations

13:00-13:45 LUNCH

13:45-14:45 *What do we have to offer?*

Resources, e.g. in-house/external, staff, finding aids (activity: brainstorming, flipcharts)

Facilitator: Ms Isabel Kelly

14:45-15:45 *How are we going to do it?*

Marketing strategy (activity: group prepare an electronic presentation to present at the SASA Conference)

Facilitator: Mrs Annette le Roux

15:45-16:15 Feedback, conclusions, recommendations

16:15-16:20 Closure