

Mann Made Media partners with Unisa for the 2012 Chancellor's Calabash Awards Dinner

Issued by [Mann Made](#)

5 Dec 2012

Mann Made Media, local multimedia events specialists, recently worked with Unisa to hold the institution's Annual Chancellor's Calabash Awards Dinner. Held on October 11th in the Kgorong Building at the Unisa Main Campus in Tshwane, the prestigious event attracted a high-profile audience of leaders in academia, industry and government.



"Unisa really liked our suggestion of how to profile the various nominees, using creative infographics and multimedia platforms," explains Mann Made Media's creative director on the project, Sheetal Maghan.

In addition to rewarding nominees for their outstanding contributions to education, the event was also an opportunity to acknowledge outstanding alumni, recognise influential citizens, showcase Unisa's successes and position its developmental needs, as well as profile the institution to South Africa and the wider African

community.

Along with other key stakeholders, chancellors from some of the public universities were invited to this year's event. Furthermore, for the first time in the history of the awards, Unisa alumni were invited to nominate their choice for the outstanding alumni through their Regional Chapters. A new award, the Robben Island Alumni Recognition Award was given to former President Nelson Mandela and Mr Saki Macozoma in recognition of their commitment to learning and their contribution to democracy.

"Our goal was to positively position and profile the needs and successes of the university in a fresh and vibrant manner, that dramatised the forward-thinking impact of the university and its alumni," adds Maghan.

To achieve this, Mann Made Media produced a series of concise and compelling video pieces using a variety of 'found media' - such as newspaper photographs, archive footage, as well as visual and animation techniques. These elements combined to tell the story of each nominee, and outlined the latest achievements of the university in an inspiring and dynamic manner that reflected the pioneering power of the university - as well as the prestige of the event itself.



"Over and above being informative on the issues covered, the videos also served as compelling communications that visually and intellectually engaged the audience throughout the evening," says Maghan.

The outcome was a success, with Unisa enjoying the video presentations so much so that the institution plans on using the footage as part of its official marketing material - particularly as next year it will celebrate its 140-year [birthday] anniversary.

"It was great to work with Unisa [for the first time] again, and this project has [provided a] strengthened the solid foundation with which to work together on future initiatives. We look forward to furthering our strong relationship with them in the coming years," adds Maghan.

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