

Nation Branding Africa Masterclass in Ghana

Itumeleng Dlamini, head of international relations for the 2010 FIFA World Cup Organising Committee and Paul Bannister, acting CEO of the International Marketing Council of South Africa, will discuss the potential impact of the World Cup on the global reputation of South Africa and on “Brand Africa” at a Nation Branding Masterclass for an African audience in Accra, Ghana on 28 September 2009.

The Nation Branding Africa Masterclass will be led by Simon Anholt, an expert on managing and measuring national identity and reputation. Anholt will also be joined by John Mahama, the vice president of the Republic of Ghana and by Professor Arthur Mutambara, the deputy prime minister of Zimbabwe.

MTN, global sponsor of the 2010 World Cup, is an official sponsor of the Nation Branding Africa Masterclass. MTN join other sponsors including Publicis Ghana, the advertising and communications agency; Agricultural Development Bank of Ghana; africapractice, the specialist communications consultancy and research, communications and publishing group Africa Investor.

The Nation Branding Africa Masterclass in Accra is the second in a global series of events, with the others taking place in Delhi, Singapore, Dubai and London. The series is sponsored by BBC World News.

For full programme details and information on how to book a delegate place, go to www.nationbrandingevents.com.

For more, visit: <https://www.bizcommunity.com>