

Sunday	MAKING MARKETS MATTER – SAMPLE PROGRAM	VENUE
16:00-17:30	REGISTRATION	
17:30-19:00	OPENING	
19:00-20:00	DINNER	
Monday	MARKETING MANAGEMENT	
8:00– 8:30	Registration	
8.30–10:00	Welcome and Introductions.	
10:00-10:30	TEA BREAK	
10:30-11:00	Case Study Presentation	
11:00-13:00	Module Presentation	
13:00-14:00	LUNCH	
14:00-15:00	Case Study Analysis	
15:00-16:00	Case Study Analysis and Presentations	
16:00-16:30	TEA BREAK	
18:00–21:00	Evening Program: Dinner & Presentation by Invited Speaker	
Tuesday	STRATEGIC MANAGEMENT	
8:30 –9:15	Invited Speaker	
9:15-10:00	Invited Speaker	
10:00-10:30	TEA BREAK	
10:30-11:00	Case Study Presentation	
10:00–13:00	Module Presentation	
13:00-14:00	LUNCHEON	
14:00–15:00	Case Study Analysis	
15:00-16:00	Case Study Analysis and Presentations	
16:00-16:30	TEA BREAK	
18:00-21:00	Evening Program: Dinner & Presentation by Invited Speaker	
Wednesday	MARKETING MANAGEMENT AND FINANCIAL MANAGEMENT	
8:30 – 10:00	“Know Your Customer: The Psychology of Marketing.” <i>Prof. Robert Rugimbana</i>	
10:00 -10:30	TEA BREAK	
10:30-13:00	Financial Management. <i>Prof. Onkutlwile Othata</i>	
13:00 -14:00	LUNCH	
14:00-15:00	PARALLEL SESSIONS: “Financing Your Business: Tools for SMEs.” “Women in Agribusiness in Africa.” “What all businesses should know about Intellectual Property?”	
AFTERNOON	Flex time (Stellenbosch, Somerset Mall, beach, etc.) ~ Dinner on your own.	
Thursday	HUMAN RESOURCE MANAGEMENT AND LEADERSHIP SKILLS	
8:30 – 10:00	Developing Human Resource Competencies.	
10:00 -10:30	TEA BREAK	
10:30 -12:00	Trust and Servant Leadership.	
12:00-13:00	Mini-expo: A display of products and services by MMM12 participants	
13:00 -14:00	LUNCH	
14:00 -15:30	<i>Facilitator and Participant Panel</i>	
15:30- 15:45	Synthesis and summary	
15:45- 16:15	End-of-workshop evaluation	
16:15-16:45	TEA BREAK	
18:30-21:00	Closing Banquet & Presentation: African Agribusiness of the Year Award	
Friday	POST-WORKSHOP TOURS	
	Post-workshop tours (optional) 1. Fresh produce processing facility 2. Seed company 3. Wine Estate	