

# Marketing Seminar

**10:00**

**Welcome - Marcia Zungu, CSI Consultant**

**10:05**

**Purpose of the Day and Introduction of Participants  
Nadini Naidu, Marketing & Communications Consultant**

**10:20**

**Introduction of Umcebo Trust, Robin Opperman, Director  
Lessons Learn and points for discussion:  
- product design, pricing, exhibitions, the media and it's role**

**11:30**

**Absa Small Business Advisory Centre  
Israel Majola, Centre Manager**

**12:00**

**Lunch**

**12:40**

**Lessons Learnt continued:  
- Copyright & intellectual property, Becoming a business focused NGO, Quality, Deadlines, Networking**

**14:00**

**Summary, Resource pack and Conclusions**

**15:00**

**Closure**