



OFFICIAL PARTICIPANT

# EXPO 2020 DEPLOYMENT PLAN

“Think South Africa, Think  
Opportunity”





OFFICIAL PARTICIPANT

# EXPO 2020 DEPLOYMENT PLAN

“Think South Africa, Think  
Opportunity”



# Summary of deployment

WORK-STREAM	LEAD PERSON(S)	DELIVERABLES
Chairperson	Ms Mpumi Mabuza (Brand SA)	<ul style="list-style-type: none"> <li>Chair and provide strategic leadership to the EXPO2020 Comms Work stream</li> </ul>
Strategic Management and Support	Ms Lerato Mataboge (DTIC), Mr Michael Currin (GCIS), Mr Clayson Monyela (DIRCO)	<ul style="list-style-type: none"> <li>Overall Team support</li> <li>Crisis Intervntion</li> </ul>
Secretariat and Project Management	Ms Fuziwe Kubheka (DTIC)	<ul style="list-style-type: none"> <li>Project Plans</li> <li>Coordinate work-streams and Management</li> </ul>
Content development	Ms Mpumi Mabuza (Brand SA), Ms Shadi Puoane (GCIS), Mr Ayanda Hollow (GCIS), Mr Bongani Lukhele(DTIC)	<ul style="list-style-type: none"> <li>Communication strategy</li> <li>Key messages</li> <li>Factsheet</li> <li>Project plan</li> </ul>
Media, Stakeholder Engagement & Outreach	Ms Thoko Modise (Brand SA), Ms Mmemme Mogotsi (GCIS) , Ms Patience Mtshali (DIRCO) , Mr Ayanda Hollow (GCIS), Mr Bongani Lukhele (DTIC), Ms Phindile Maduna (Brand SA), Ms Zimasa Velaphi (DSAC)	<ul style="list-style-type: none"> <li>Comprehensive Media and PR plan</li> <li>Media Content</li> <li>Press Conferences</li> <li>Interview Schedule</li> <li>Schedule for Opinion Pieces</li> <li>Media Events Support</li> </ul>
Events, Branding and marketing	Ms Nthabiseng Makuwa (DIRCO),Ms Zodwa Khumalo (DSAC), Ms Raabia Metedat (Brand SA), Ms Joy Mashile (DIRCO)	<ul style="list-style-type: none"> <li>Events, Branding and Marketing of EXPO2020</li> <li>Daily events and marketing activities</li> </ul>
Social media, Digital Online Content	Ms Roxanne Francis (Brand SA), Ms Matalane Ngobeni (Brand SA), Ms Mathapelo Monaisa (DIRCO), Ms Vinny Botha (GCIS)	<ul style="list-style-type: none"> <li>Comprehensive Social Media Plan</li> <li>Official Hashtags #</li> <li>Infographics</li> <li>Artwork</li> <li>Audio Visuals</li> </ul>
Radio and Broadcast Services	Ms Thapelo Moeng (DIRCO) and Mr Kgomotso Ranoto (GCIS)	<ul style="list-style-type: none"> <li>Radio Production</li> </ul>

# Detail of travelling deployees

Area	Names of officials	Travelling dates
<b>MARKETING AND COMMUNICATION MANAGEMENT</b>		
<b>Phase 1</b>	Brand SA: Ms Thoko Modise	26 September 2021 to 08 October 2021
	GCIS: Mr Ayanda Hollow	26 September 2021 to 08 October 2021
	DIRCO: Ms Nthabiseng Makuwa	26 September 2021 to 08 October 2021
<b>Phase 2</b>	GCIS: Ms Mmemme Mogotsi	11 to 18 October 2021
	DSAC: Ms Zimasa Velaphi	11 to 18 October 2021
	DIRCO: Ms Patience Mtshali	11 to 18 October 2021
	Brand SA: Ms Mpumi Mabuza	11 to 18 October 2021
<b>Phase 3</b>	Brand SA: Ms Phindile Maduna	16 to 26 November 2021
	DTIC : Mr Bongani Lukhele	November 2021 (exact dates TBC)
<b>Phase 4</b>	Tourism: Mr Altaaf Kazi	December 2021
<b>Phase 5</b>	Opportunity Theme: Minerals Officials	January 2022
<b>Phase 6</b>	Opportunity Theme	February 2022
<b>Phase 7</b>	Brand SA: Mr Jimmy Ranamane	04 to 11 March 2022
	Brand SA: Ms Mokgadi Masenya	18 to 29 March 2022
	Brand SA: Ms Matalane Ngobeni	18 to 29 March 2022
<b>Phase 8</b>	DIRCO: Ms Nthabiseng Makuwa	18 to 29 March 2022
	DIRCO: Radio, Video and Photography Brand SA: TBC GCIS: TBC	