



Printing SA Hosts HR Forum

The KwaZulu-Natal Chamber of Printing SA launched its first face-to-face HR Forum on 18 May 2022, after an extended break primarily owed to the pandemic. The thrust was to provide their valued members with the best tools to sharpen their People Management skills, as Printing SA understands this to be the heart of every business.

The forum was held at Urban Venue in Island Circle Office Park, with 27 members in attendance. The presenters were seasoned professionals that have been navigating the HR space for many years and have fast become experts in their spaces.

Angie Thompson, founder of Success Point Consulting, unpacked post-pandemic HR issues under the umbrella of how to navigate the HR space post-pandemic, and Rose Govender, Recruitment Manager at Pro-Talent Appointments, unearthed recruitment trends post-pandemic. Both presenters covered content that equipped members with vital information to best structure and manage their human resources and to ultimately develop a deep passion for their people.

Members responded positively to the content that was presented and engaged in deeper conversations with the presenters and other members over light breakfast at the end. It was unanimous from members in attendance that Printing SA should continue providing opportunities akin to further grow, preserve and support the printing, packaging, signage, visual communications and allied industries.



Printing SA Hosts Business Networking Forum At Africa Print Cape Town Expo

Printing SA's Business Networking Forum featured renowned UCT Liberty Institute of Strategic Marketing gurus Paul Egan (director) and Dr James Lappeman (head of projects), who discussed the challenges for brands in the post-Covid era. It was held on 18 May during the Africa Print Cape Town expo at the CTICC.

The Institute has been busy speaking with consumers to better understand how and if attitudes and behaviours have shifted. This 45 minute presentation provided an outline of the wider consumer picture whilst also highlighting the challenges and potential opportunities for business

and brands in the post-Covid era.

Egan and Lappeman lead the work at the UCT Liberty Institute of Strategic Marketing. Their work on South African consumer behaviour and marketing has been presented in local and international boardrooms across categories. Their work has also been published in international journals like the Journal of International Marketing, the International Journal of Market Research and the European Business Review, to name a few. Their most recent textbook 'Marketing to South African Consumers' has had 55,000 downloads since its launch in 2021.

The forum was sponsored by platinum sponsors Fujifilm and Kyocera.



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