

**KE NAKO!**  
99 days  
to go!



**Presentation to the FIFA  
Communications Workshop  
3 March 2010**

**GCIS**

# Communication concept



*“From Bricks and Mortar, to Hearts and Minds”*

Government generally satisfied with the level of preparations with focus on the last phase of preparations

99 days remaining - we need to escalate domestic mobilisation efforts to prepare the public to embrace the 2010 FIFA World Cup and to host the world

An opportunity to showcase various aspects of our country (and the continent) to the approximately 15000 journalists, visitors and fans around the world

“An opportunity of a lifetime”



# Communication Structure



## ***The GCIS 2010 Mandate***

GCIS is required by the 2010 inter-ministerial committee to provide leadership and coordination for government 2010 communication

Update the 2010 Technical Coordinating Committee and Inter-ministerial Committee on communication issues

Enables communication partnership across sectors through the 2010 National Communication Partnership

Participates in the FIFA Communications Focus Group

Convene national government 2010 Core Team and present to Provincial Communicators Foras

# GCIS Internal 2010 organisation



***Media Liaison*** – National events, The Presidency etc

***Research*** - International and domestic perception surveys

***Media monitoring and analysis*** - Local, International media

***Media Rapid Response*** – Daily teleconference and liaison

***Provincial Coordination and Liaison*** – GCIS Provincial Directors  
**Seamless coordination with FIFA, Organising Committee, national, provincial and host city communication departments necessary. Need to work on scenarios and roles**

# Spokespersons and Messages



**Themba Maseko, GCIS CEO**  
**President Zuma**  
**Deputy President**  
**Deputy Minister of Finance**  
**Ministers of 2010 Guarantees**  
**Premiers**  
**Host City Mayors**  
**Host City Council 2010 Portfolio leaders**  
**Appointed/nominated spokespersons**

Messages to be determined based on the communication environment and need to be mutually reinforced and aligned by partners



# Guidelines for deployment



Organising Committee shared the FIFA deployment processes with the GCIS 2010 Unit on 12 February 2010

The FIFA communication operational plan (e.g daily media briefings) was shared

The FIFA communication concept was shared - central Communication Centre to be based in Sandton, GCIS to participate

It was agreed that the following persons will get permanent accreditation:

Mr Themba Maseko, CEO:GCIS

Mr Tyrone Seale, CD:GCIS 2010 unit

Neo Momodu, CD:Government and Media Liaison

Needs of other communicators to be met through a daily pass (20 to be reserved per venue) in case of urgent deployments to media events

*Bua News* journalists and 2010 Website Content Manager to be accredited due to content. Restrictions on video and photography

# Key 2010 events



**2010 International Roadshow** - with Organising Committee, DIRCO, MTN, SA Tourism, SRSA and the IMC 9-10 March Ghana; 12-13 March Cote D'Ivoire, 15-16 March Nigeria. Dates for other countries to be confirmed

**International Tourism Board (ITB) Trade Show (Germany):** 10-14 March 2010

**Deputy President outreach to 2010 projects:** 10 April - North West and 22 May - Limpopo

**Shanghai Expo, China:** 6-31 May 2010, opening of exhibition and profile World Cup for the whole month

**South African Tourism Indaba ( Durban) :** 8-11 May 2010

**2010 marketing, briefings ect, led by SA Tourism, 21-25 March, Sao Paulo Brazil and Buenos Aires Argentina: 25-28 March 2010**

# Q&A - Thank You



*100 Days celebrations – Durban Stadium*

