

# The Experience Times



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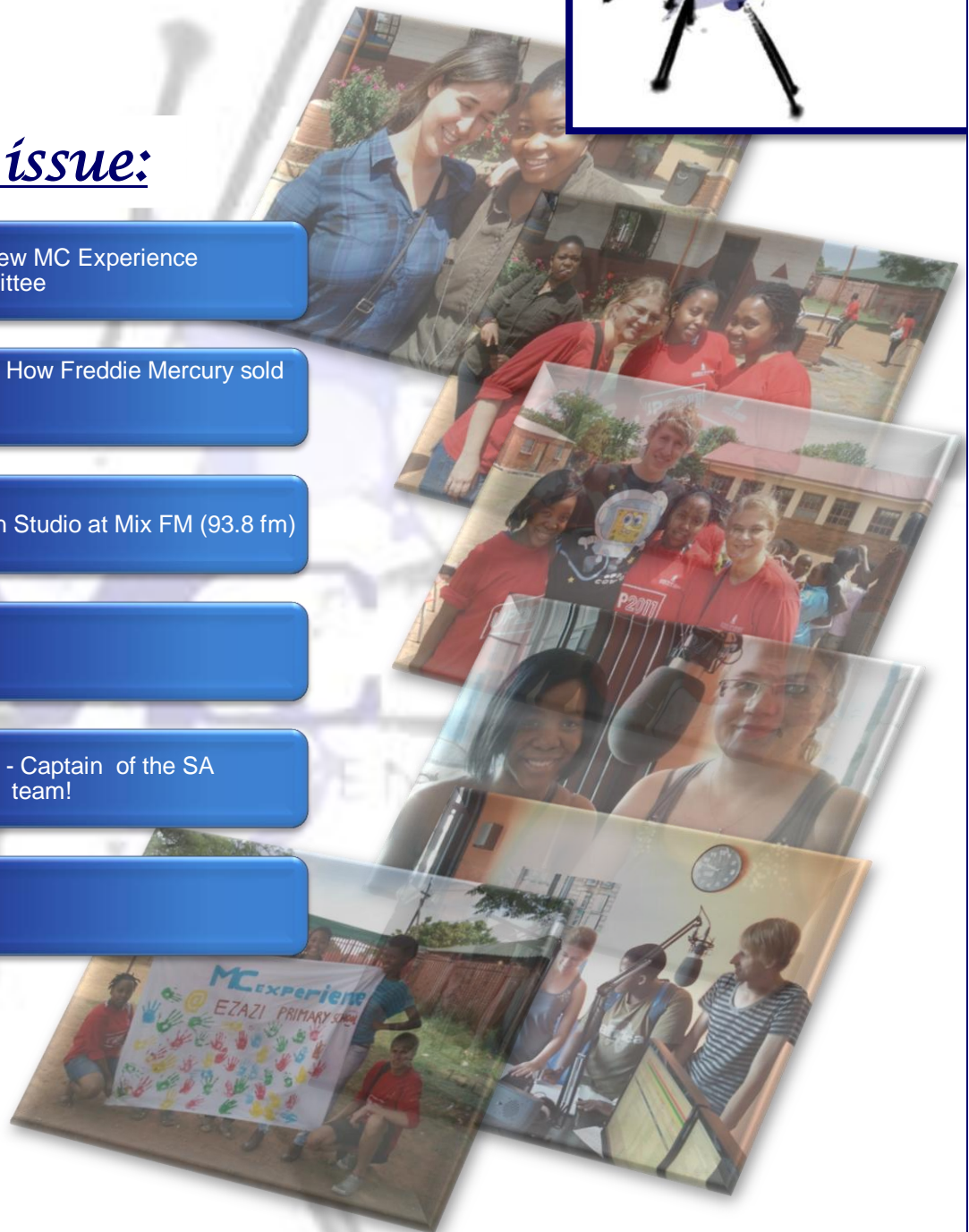
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# *Introducing the new...*



**Mathabo Maine –  
Secretary**



**Khutso Lebelo –  
Marketing & Events**



**Andile Gcaba –  
HR & Membership**



**Rickert Marais –  
Media & Skills  
Development**



**Mpho Nonhululeko –  
Outreach**



**Lerana Jacobs –  
Chairperson**

*2011/2012*



**Mpume Kubheka –  
Liaison, Sponsorship &  
Fundraising**



**Mercedes Leburu –  
Treasurer**

*...Executive Committee...*

# *Show business - How Freddie Mercury sold a great idea!*



On the 20<sup>th</sup> October 2011, the Executive Committee (EC) of MC Experience (MCE), along with some of our valuable members, were in for a treat. Prof North invited us to his Retail Marketing honours class and what an (MC) experience it was!

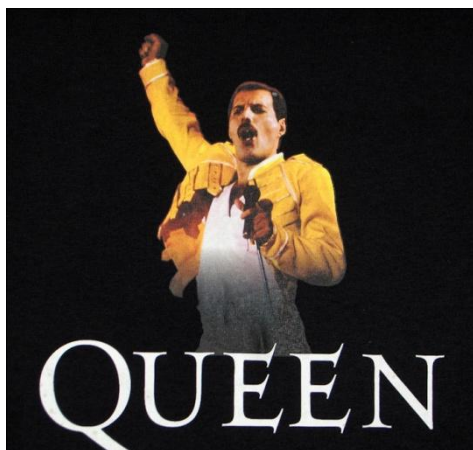
The theme was, “How to develop a successful brand” and the speaker shared the marketing lessons that developing a successful brand requires.

To demonstrate the development of a successful brand, a multimedia performance of Freddie Mercury, the lead singer of the band Queen, was shown, with music and entertainment like no other. What made the presentation even more special was that the presenter was a friend of Freddie’s – someone who knew him personally!



All of us walked out of there motivated with a song in our hearts: “We are the champions...no time for losers!” This was certainly an event that motivated the majority of us to consider doing our honours☺.

Lerana Jacobs





## *MC Experience in studio at Mix FM (93.8 fm) Radio station...*

On Sunday 23 October 2011, four of our MCE EC members (Rickert, Andile, Khutso and Lerana) had the opportunity to be live on radio with Tricha Marais, radio presenter of Mix FM radio station in Midrand.

By the time the EC members arrived at Mix FM radio studio, we were bubbling with excitement and could not wait to get MC Experience on air and for thousands of listeners from around the Gauteng province to hear about our Society.



Once live on air, each EC member was given the opportunity to introduce ourselves, our portfolios and to talk about MCE.

The discussions undertaken on air included our plans for 2012, which entail the Wet Nose project, and a Soup drive and Knit-a-scarf project next winter. We also discussed a recent event that MC Experience hosted – the Ezazi outreach. Our Chairperson, Lerana Jacobs, also told the listeners who MC Experience is and what we are all about. Lerana also



encouraged all the listeners to help MCE to help those in need.

As fast as the EC said hello on air, it was time to say good-bye.

This was an excellent opportunity to get MCE out in the public and to market the MC Experience brand.

A big thank you to Tricha Marais who made all of this possible. The MCE EC will definitely see her again soon for another exciting event on air.



Rickert Marais



## *Ezazi Outreach...*

On Friday 21 October 2011, MC Experience took the time to reach out to a group of young school children who lack basic necessities.

MCE collected stationery, toys and facecloths from our members and from other people who made donations.



MCE made use of shoe boxes (and all sort of different boxes), and filled each one with stationery, a facecloth and a workbook. There were a total of 40 boxes and MCE made sure that every child received an early Christmas gift.

Upon MCE's arrival at Ezazi Primary School (in Mamelodi), the children were singing and laughing with joy. It was so wonderful to see how their faces lit up when they saw that we were going to spoil them with lots of gifts.



Once MCE got out of the bus and loaded off all the gifts, the fun started! The MCE members that took part in the outreach all introduced themselves to the class and explained the activities in store for them for the day. All the children were divided into 5 groups. Every group had a chance to participate in each activity.

The activities that were enjoyed by the children included musical chairs, a dancing competition, a singing competition, face painting and doing stretches and exercises. During break time, MC Experience handed out some lunch "goodies" to all the children



and some of the MCE members played soccer with some of the children – they all, enjoyed every minute of it!

After break time, all the children were gathered into the classroom and received their gift boxes. It was so wonderful to see that MC Experience can also give hope to those who have less than us and to put a smile on those beautiful faces.

After handing out the gifts, MCE Experience painted a large white cloth with the words, “MC Experience – Ezazi outreach”. Each school child put his/her hand-prints on the cloth in different colours.

The painted cloth is a reminder that MC Experience gave their hearts out to those children. It also made every child feel special when they had to put their hand print on the cloth and remember what a wonderful day that was to them as well.



It was a wonderful (MC)experience and certainly not the last one. Be sure to look out for more outreach events to participate in next year!

Rickert Marais

# *Mignon du Preez – Captain of the SA Women's Cricket team!*



We have many talented students in the Department of Marketing and Communication Management and not only in an academic capacity.

One of our Honours students, Mignon du Preez, is representing South Africa in our National Women's Cricket Team as the new team captain!

We are very proud of you Mignon – what an achievement!

Mignon will travel to Bangladesh for the ICC Women's World Cup Qualifiers which take place between 14 and 25 November 2011.

Mignon made her international debut for South Africa at the age of 17 against Pakistan in January 2007. She is a batting specialist with a 49.54 ODI average. Mignon was named the SA Women's Cricket player of the year 2010 and Gauteng's Female Sports Person of the year 2011. She is currently completing her B.Com Honours degree in Marketing at the University of Pretoria.

We had the opportunity to ask Mignon a few questions:

## ***How long have you been playing cricket?***

"I started playing cricket at the early age of 4 – thus, currently I've been playing for almost 18 years. I made my international debut in January 2007 when the South African women's team played an inland series against Pakistan".

## ***What got you started?***

"My brother played u/7 Bakers Mini cricket and my dad was the coach of his team. I always went along to watch his games and even had the





whole team attire. One day one of the players was unable to attend the game on very short notice and they needed a player to fill the spot. Since I was already dressed correctly, they asked me to help out. At the end of the day, I was the best batter of the day and that's where my love for the game started".

***Are you enjoying the Honours course?***

"Yes I really enjoy the course. It has been tough at times and took very hard work but it was a lot of fun and I met a lot of amazing people during this year".

***What has been your favourite part of the course and why?***

"My favourite part of the course was the amount of group work that we did and all the interesting and fun presentations. It gave us an opportunity to actually apply the theory that we have learnt over the past three years and also gave us the opportunity to work with different people and get to know them".

***Would you recommend the Honours course to fellow students?***

"Yes, I will definitely recommend this to fellow students if they are hard working students that enjoy interacting with others".

***What are you planning to do once you have completed your degree?***

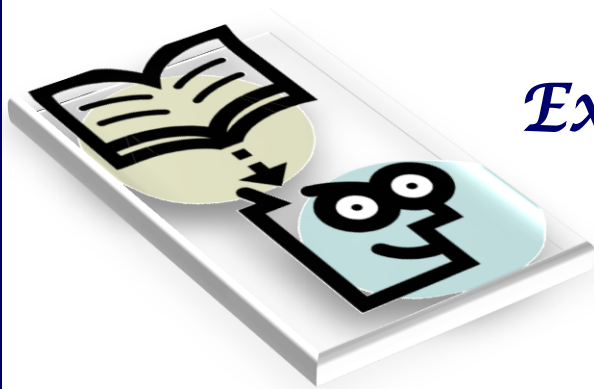
"I am planning to start working in a Sport Marketing environment. I want to work in a field where I can combine my passion for sport with the work that I love whilst still playing cricket for my country for a few years".



***Do you have any advice/inspiration/motivation for undergraduate students?***

"Always dream big, no matter how unrealistic it may seem and never let anyone stand in the way of your dreams. With God all things are possible. Remember that nothing in life comes easy, it takes a lot of hard work, dedication, belief and commitment but in the end, it is worth the while. In life you will definitely go through tough times but is not how you get knocked down that matter, it is how you get back up that counts."

Michelle van der Merwe



## *Exam Tips...*

I do believe most of us are beginning to feel the stress of the upcoming exams slowly creeping in, so here are some study tips that might just help you to pass all your exams:

- ◆ Make a study time table to ensure you have enough time to cover all your work.
- ◆ Devise a study system that works for you (mind maps or key notes).
- ◆ File your study notes in an order that makes them easily accessible for quick revision.
- ◆ Know the exam format and ensure you cover all the necessary work.
- ◆ Do not start the day before the exams – it just adds to your stress.
- ◆ Ensure you know where your exam venue is to prevent any unnecessary stress just before you write.
- ◆ Check the latest exam timetable to ensure there have been no date or time changes!!!

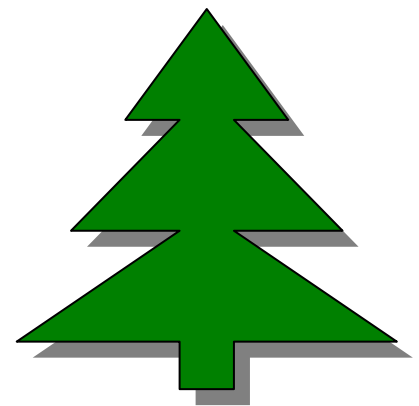
Good luck and study hard!

## *The end of 2011 has come...*



From the MC Experience Executive Committee, thank you so much for making this 2<sup>nd</sup> semester of 2011 a great success! We hope that each one of you have enjoyed every moment as much as we have and have had the (MC)experience of a life time!

We hope you enjoy every second of your well-deserved break and that you come back next semester well-rested and ready for all the challenges, fun and (MC)experiences that 2012 is sure to bring!



We look forward to seeing you next year!!

# 2012

- ◆ Find us on Facebook, just search our name “MC Experience” and add us!
- ◆ Email address: [mcexprience@up.ac.za](mailto:mcexprience@up.ac.za)