General Information

Target audience

The target audience for the next workshop includes:

- Vice Chancellors, Rectors and Presidents as well as Deputy Vice Chancellors of Africa HEI’s – with the expectation that they should during the workshop articulate their needs in terms of the value adding services that need to be provided by the Registry, Finance and Human Resources.
- Registrars, Chief Financial and Chief Human Resources senior staff of Africa Universities – with the expectation that they should articulate the value adding services that, to their mind, should be provided to 21st century Africa HEI’s; to define the barriers they experience that negatively impact on their optimal service rendering; and, to reflect on ways and means to optimize their service rendering to the HEI.

Topical approach

Will focus on the following:

- Key success factors to ensure a successful advancement campaign
- The University leadership imperative
- The crucial role that must be played by alumni
- Effective advancement marketing and communication
- Advancement and development
- The link between advancement and the institution’s Institutional Strategic Plan
- Structure follows strategy: Building effective and efficient advancement structures
- Funding advancement campaigns (*you cannot fly on empty*)
- Building internal and external support for advancement campaigns
- Advancement from the perspective of potential supporters

Programme fees

US $ 800 per participant

This includes all programme material, refreshments (tea/coffee and lunches) as well as formal functions which are offered as part of the programme. It excludes traveling and accommodation.

Participants are responsible for their own travelling arrangements as well as for the cost of accommodation for the duration of the programme.

How to apply to attend the workshop

Complete the online application form from here: https://www.research.net/r/RZS2BW8
**Hotel details:**

**VENUE:** COUNTRY LAKE RESORT-GARUGA UGANDA

The workshop details are as follows:

**DATES:** 27\textsuperscript{th} to 29\textsuperscript{th} September 2016 (Arrival – Monday, 26\textsuperscript{th} September – departure, Friday morning, 30\textsuperscript{th} September 2016).

**COSTS:** Inclusive of morning/afternoon refreshments, lunch, as well as all workshop materials: $800 per participant

**ACCOMMODATION:** Participants will stay at the Country Lake Resort where a special rate of $100 has been negotiated for workshop participants. Accommodation and related costs are to be borne by each participant

**RESERVATIONS:**
- Workshop Registration:
- Hotel Reservation: For reservations you can contact
  - Mr. Emma Ssebugwawo
    - emma.countrylakeresort@yahoo.com OR countrylakeresort.reservations@gmail.com

Kindly copy all hotel reservations made to Martha MUWANGUZI and Yvette Quashie
  - mmuwanguzi@admin.mak.ac.ug; yaquashie@aau.org

**VISA ACQUISITION:**

Participants should kindly contact the Host Institution contact person for any enquiries and assistance needed to acquire visa to Uganda:

**Mrs Martha MUWANGUZI:**
Makerere University, P. O. Box 7062 Kampala Uganda
Telephone: +256 414 542803    Fax: +256 414 541068    Mobile: +256 772 367137

E-mail: mmuwanguzi@admin.mak.ac.ug   copy: yaquashie@aau.org

**SHUTTLE SERVICE:** Information will be sent to you shortly on that.