

# **Mandla Zama**

**Acting Public Relations Practitioner at Durban University of Technology**

Durban Area, South Africa, , ZA

Public Relations Practitioner

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## **Biography**

COMMITTED, ACTIVE AND PRO-ACTIVE

MISSION: To establish, maintain and continually develop mutually beneficial standards of Public Relations and effective Communications within and through-out the organization, and its relevant stakeholders - through effective use of communication, technology, and accurate recurrent research.

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## **Availability**

Panelist, Host/MC

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## **Industry Expertise**

Public Relations and Communications, Education/Learning, Automotive

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## **Areas of Expertise**

Cooperative Education, Academic Stakeholder Engagement, Csi/Csr

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## **Sample Talks**

### **Public Relations Practice**

Public Relations across the diversity of industries remains the powerful communication tool enhancing common understanding between the organisation and its publics. Organisations who value the role of public relations afford effective message structuring and optimal communication practice to enable them to stand-out from the rest.

Public relations in practice is professional effort to establish, maintain and continually develop mutually beneficial relationships, through recurrent research.

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## **Event Appearances**

### **Public Relations Practice**

DUT - Public Relations Association

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## **Education**

**Durban University of Technology**  
Diploma Public Relations Management

**Durban University of Technology**  
Bachelor of Technology (BTech) Public Relations Management

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## **Accomplishments**

**Advanced Time Management**  
NQF Level 5 Certificate

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## **Testimonials**

### **Mr. Shakeel Ori**

I have been part of the WACE World conference where I spoke on behalf the Cooperative Education from industry and academic point of view at the "Student Conference", and provided a report at the conference's reparteor.

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