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## OFFICE OF THE VICE-CHANCELLOR

### **SPEECH BY THE GUEST OF HONOUR AT THE MONITOR SALES ACADEMY GRADUATION CEREMONY, FRIDAY MARCH 18, 2011**

- Members of The Board and Management of Nation Media Group's sister companies
- Staff, Ladies and Gentlemen

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I bring you warm greetings from Makerere University. I am very honoured to have been invited to officiate at the Monitor Publications Limited Sales Academy Graduation Ceremony. I am equally happy to be here because of the partnership enjoyed by Makerere University and the Monitor Publications Limited. We are strategic partners, and should therefore think of ways of strengthening this mutual relationship for a win-win situation.

At Makerere, we know that the media sets the agenda, and if our messages, which inform of institutional achievements, breakthroughs in research and innovations are prioritized by Nation Media Group's divisions, Makerere University will remain relevant to the society it exists to serve. In the same way, Makerere University is a strong brand. In terms of news values, Makerere University is a valuable news source, which provides stories with a lot of Impact. What happens at Makerere University affects a significant number of people, who then buy the Monitor newspaper as well as other Group publications to get abreast of these developments. Research has proven that the quality of human resource determines the future of an organisation. However, I have observed that many organisations spend a great amount of resources investing in infrastructure and equipment, and leaving out the training of their human resources. In my line of duty, I have therefore embraced and advised the people I lead to prioritize the training of human resources. Allow me to quote the advice from Freddie Laker to Richard Branson, Founder of Virgin Atlantic Airways and the Virgin Group: "You will never

have the advertising power to outspend British Airways. You are going to have to get out there and use yourself. ” In simple terms, the employers should train and equip their employees to promote the organisation and its services. I therefore applaud the Monitor Publications Limited for initiating the in-house training Sales Academy, aimed at providing a platform for Sales staff to discover and develop their full potential, and excel in selling.

I warmly congratulate the 80 trainees for successfully completing this career development course. You have been trained because the Company believes in you. You have been empowered with valuable knowledge, skills and tactics; it is therefore your turn as an employee to demonstrate to your employer the outcome of this value addition. With you on board, we are confident that you will greatly enhance the competitiveness of the various Monitor and the Nation Media Group’s products and services. You are that team that should help the Monitor Publications Limited to realize its mission and vision.

Being a Professor of Computer Science, I am passionate about the role that information technology plays in enhancing professions. I am happy to note that upon this graduation, you will then enroll for on-line courses on the Group’s E-Campus platform. The incorporation of ICT into business and the daily resources has therefore created a strong bond between ICT and the general human life. When you passionately embrace IT as you carry on your sales and marketing, you will work smarter and faster, ultimately delivering value for money for your clients as well as improved service delivery. I therefore salute the Monitor Sales Academy for having taken this important step!

It is a fact that Makerere University has a centre of excellence in Information Technology. I therefore invite the Monitor Publications Limited to partner with Makerere University, College of Computing and Information Sciences, to seek pertinent ways of further infusing the power of IT into the Monitor Sales Academy.

Congratulations.

We build for the future. FOR GOD AND MY COUNTRY

Professor Venansius Baryamureeba

**AG. VICE CHANCELLOR, MAKERERE UNIVERSITY**