

# WEEKLY BULLETIN

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## NIPAM BRAND CHAMPION FOR SEPTEMBER

Brand champions are employees/clients who strongly believe in, and identify with the NIPAM brand concept and promote the NIPAM brand vigorously. Brand Championing is an important task for any employee as it sets the tone for how other parties besides those in the institution perceive the brand. When internal staff vigorously promote the brand it helps solidify the idea of brand pride and staff unity, which then informs the appeal of the brand in the long term.

We congratulate Ms. Nguvitjita Zatjirua who is the Manager of Finance at NIPAM for being selected as the Brand Champion for September. NIPAM periodically selects a staff members as brand champions based on the brand promoting activities. . Promotional activities include posting NIPAM content on their accounts, liking and sharing NIPAM social media content and championing the brand via word of mouth to their professional and personal associates to boost the renown of the NIPAM brand.

Ms Zatjirua promoted NIPAM marketing and promotional content through various communication channels and provided NIPAM staff with positive and uplifting messages about the brand. NIPAM Brand Champion Ms Zatjirua has won herself a month-long lunch package at NIPAM cafeteria courtesy of the Marketing and Communications department. Additionally, the Marketing and Communication department would like to thank everyone for their continued brand promotion during these difficult times and encourage stakeholders to promote the NIPAM brand.



Ms. Nguvitjita Zatjirua  
-Manager: Finance

## TRAINING & CONFERENCING NEWS

Companies	Dates	Venue	# of people
<b>Bank Windhoek- Select Platinum training</b>	27-28 September	G22-G25	40
	29-30 September	CH01	
<b>NPC-Vision 2020 meeting validation</b>	27-30 September	CH03-CH04	50
	01 October		
<b>NSA - TOT</b>	13 -17 September	CH01- CH02 & LB01 – LB04	50
<b>ACC</b>	28-30 September	CH01	15
<b>OPM</b>	29 September	First floor board- room	9



 **NIPAM**  
NAMIBIA INSTITUTE OF PUBLIC  
ADMINISTRATION AND MANAGEMENT

**APPLY FOR  
PERFORMANCE MANAGEMENT**

FULL COURSE FEE: N\$ 5 900.00

For enquiries please contact:  
Tel: 061 296 4798, Cell: 081 126 1628, Email: kpinge@nipam.na  
visit our website [www.nipam.na](http://www.nipam.na)