

20 top speak*rs. One day. Ted Talk style.

Marketing Gets Nak*d™

It's about the bottom line.

14 March 2019.

Fox Junction, Newtown, Johannesburg.

IMC in association with MASA



CPD points to Designated Marketers based on proof of attendance

Early Bird R4500 to end December.
Group Discounts Available.



NAMING SPONSOR





What is this conference about?

Marketing is all about dressing to impress but, when stripped down, what's the bottom line, the ROI? At our March 2019 conference, we aim to show just that.

Our speakers will be sharing practical insights to enhance bottom line delivery. No smoke and mirrors; no magic bullet; no veiled sales pitches. Just good sense, best practice marketing. Our philosophy is Marketing is Business™ and we are all about making the business case for marketing. Our speakers will be providing useful, actionable knowledge and sharing practical tools for real life, business world implementation.

Early Bird R4500 to end December



* Top Speak*rs. Bottom Line.



Prof. Elaine Rumboll
Managing Director
 The Creative Leadership
 Consultancy



GG Alcock
Author and Entrepreneur



Anne Thistleton
Mind Science Practitioner



Dave Duarte
Chief Executive Officer
 Treeshake



Simon Lloyd
Managing Partner
 Algorithm Agency



Katherine Madley
*Marketing Practitioner/Local and
 International guest speaker*



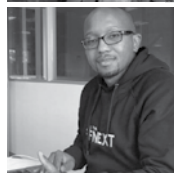
**Junior Board of
 Directors**
 HDI Youth Consultancy



Gillian Rightford
Chief Executive Officer
 Adtherapy



Gareth Whittaker
CEO
 T+W



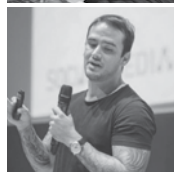
Bongani Chinkanda
Chief Executive Officer
 HDI Youth Consultancy



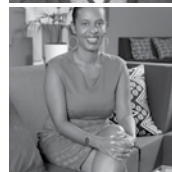
Khaya Dlanga
Columnist and Author



Andrea Quaye
*Vice President Marketing,
 Anheuser-Busch InBev.*



Prof. David Uribe
*Regional Data Director Africa
 and Middle East*
 TBWA The Disruption® Company



Khensani Nobanda
*Group Executive Marketing and
 Corporate Affairs*
 Nedbank



Lethepu Matshaba
Vice President Home Care
 Unilever



Greg Garden
Chief Executive Officer
 Marketing Association of South Africa
 & Marketing Research Foundation



Musa Kalenga
Chief Future Officer
 House of Brave



Pepe Marais
Group Chief Creative Officer
 Joe Public United
 (MC)



Tbo Touch
Founder
 Touch HD Online Radio



Mosidi Seretlo
Founder and Director
 Mosidi K Seretlo Consulting

Also featuring:

Andy Rice, Marketer at Large.

Tseliso Rangaka, Executive Creative Director -
 Ogilvy. Loeries Chair.

Early Bird R4500 to end December

* Conference Agenda

Due to the scale of the agenda timing will be strictly adhered to.

Speaker /Activity		Topic	Time
Registration, coffee and snacks			7:00 – 8:25
Conference Opening Pepe Marais	Group CCO Joe Public United	Master of Ceremonies	8:30 – 8:40
Opening Address David Duarte	CEO Treeshake	The Fourth Industrial Revolution and what it means for your work, life and the bottom line.	8:45 – 9:05
Anne Thistleton	Mind Science Practitioner	We are of two minds – and you have been talking to the wrong one. Neuroscience and marketing.	9:05 – 9:20
Bongani Chinkanda	CEO HDI Youth Consultancy	Youthproof your brand's bottom line. #thenext	9:23 – 9:38
Andy Rice	Marketer at Large	Mystery strip/Moment of naked truth.	9:43 – 9:48
Lethepu Matshaba	Vice President Home Care: Unilever	The #Unstereotype movement: Gender in Advertising.	9:50 – 10:05
Greg Garden	CEO Marketing Association of SA (MASA)	The naked truth. What CEOs really think of marketers.	10:08 – 10:23
Tea			10:25 – 10:50
The Junior Board of Directors		A quick shoutout!	10:52 – 10:54
International Speaker Prof. David Uribe	Regional Data Director Africa and the Middle East, TBWA	Is your data overdressed? From actuarial to actual.	10:58 – 11:13
Musa Kalenga	Chief Future Officer at House of Brave	Where humans and technology meet. What role will marketers still need to play in the future?	11:18 – 11:33
Gillian Rightford	Adtherapy.	The client/agency relationship. Love affair or destined for divorce?	11:37 – 11:52
Tseliso Rangaka	Executive Creative Director, Ogilvy. Loeries Chair.	Mystery strip/Moment of naked truth.	11:55 – 12:00
TBO Touch	Founder Touch HD	Thriving in a space of drought.	12:05 – 12:20
Simon Lloyd	Managing Partner, Algorithm	#MarketingGetsNaked – a real-time case study comparing traditional to digital.	12:23 – 12:38
Andrea Quaye	Vice President Marketing, Anheuser-Busch InBev	Purpose marketing. Is there a purpose to purpose and does it pay?	12:43 – 12:58
Lunch – market style			1:00 – 1:45

Early Bird R4500 to end December

* Conference Agenda (continued)

Speaker /Activity		Topic	Time
The Junior Board of Directors		Are you ready for us? #thenext	1:50 – 1:52
Keynote Prof. Elaine Rumboll	Managing Director The Creative Leadership Consultancy	Playing with the Cool Kids – Befriending Playfulness, Courage and Curiosity in a schoolyard of Commerce.	1:55 – 2:20
Gareth Whittaker	CEO, T+W	A story.	2:25 – 2:40
GG Alcock	Author and Entrepreneur	No kota given – the crisis of lip service in kasi street food.	2:45 – 3:00
Khensani Nobanda	Group Executive Marketing and Corporate Affairs, Nedbank	Sponsorship stripped down – brand value or CMO ego?	3:05 – 3:20
Tea			3:25 – 3:50
Junior Board of Directors		Face to face with the future. #thenext	3:52 – 3:54
Khaya Dlanga	Columnist and Author	It's not just about consumer insights anymore, but about empathy.	3:55 – 4:10
Katherine Madley	Top marketing practitioner. Local and international guest speaker.	Al Au Naturel. Stripping to the metrics that really count. Sales and market share.	4:15 – 4:30
Mosidi Seretlo	Founder and Director at Mosidi K Seretlo Consulting	So what? A summary of the top bottom line points of the day.	4:35 – 4:50
Awarding of Bursaries, spot prizes and close	Pepe Marais		4:55 – 5:10
Cocktail party and networking	ALL		5:15 – 7:00

Note: The agenda may be subject to change.

Early Bird R4500 to end December

* Feedback on the February 2018 Conference

An impressive event.

Funeka Montjane, CEO Business and Personal Banking, Standard Bank

A brilliant Conference.

Boniswa Pezisa, CEO BBDO

I loved the insights and future thinking presented by the speakers. Great platform for networking and knowledge sharing.

Bongani Chinkanda, CEO HDI Youth Marketeers

A sensational speaker line up. It was difficult to choose what sessions to attend.

Tamaryn Brown, Director Plato Connect

World Class. Game Changers. Shape Shifters. It's been riveting.

Takunda Bimha, Founder of the Podium Comedy Agency and CEO Story Branded Content

Incredible.

Rutendo Nxumalo, Marketing Manager Wits Business School

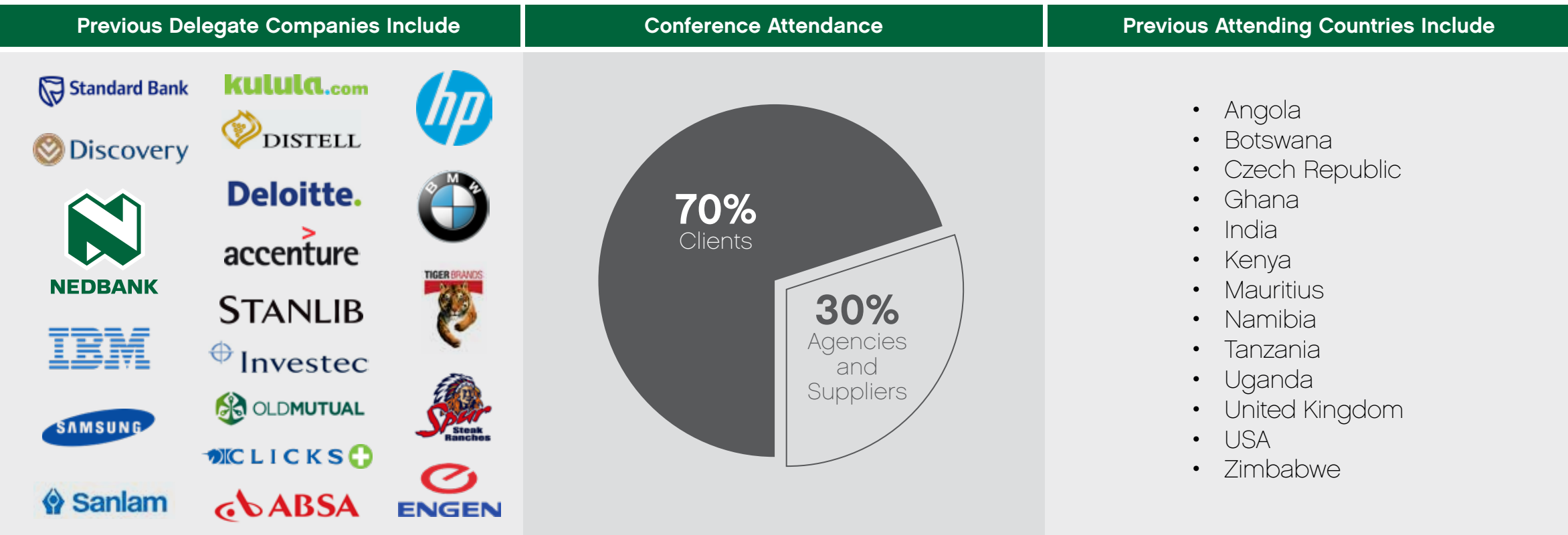
It gave us a better understanding of what's happening at the cutting edge of marketing in SA and the African content.

Paul Squirrel, Director thenetworkone, United Kingdom.

Early Bird R4500 to end December



* Delegate Target Market



Marketing decision makers who are looking to keep abreast of the very latest trends and thought leadership.

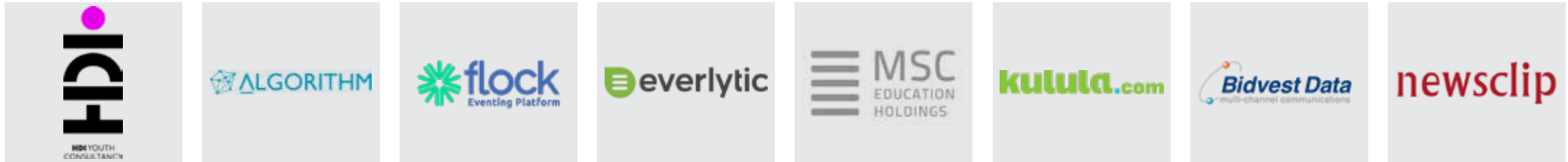
- CMOs
- Marketing Directors and Managers
- Communication Directors and Managers

- Communication Specialists
- Brand Managers
- Agency Management

Early Bird R4500 to end December

* Thank you to our sponsors and media partners

Sponsors



Media Partners



Early Bird R4500 to end December



Thank you

Early Bird R4500 to end December



CONFERENCE
Marketing is Business™

NAMING SPONSOR