

# AGENDA

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The first virtual marketing conference of its kind in South Africa. No death by conference call!

TIME	AGENDA
	<b>MARKETING WORKS. MORE THAN EVER. WORK IT.</b> <b>Online networking.</b> Meet our sponsors.
9:00 - 9:14	<b>Conference opening: Making the case for creativity.</b> Master of Ceremonies, Pepe Marais, Group CCO Joe Public United
9:15 - 9:30	<b>Marketing works. Or does it?</b> Andy Rice, Strategist. Writer. Speaker
9:32 - 9:47	<b>Marketing works. But defiant trailblazing works better.</b> Alistair King, Co-founder/CCO King James Group
9:49 - 10:04	<b>What 2020 is telling us about the future of marketing.</b> Andrea Quaye, Winner Marketing and Leadership Innovation Award (Loerie's 2019), Jury President IAB Bookmark Awards. Marketer at large.
10:05 - 10:10	<b>BREAK:</b> Work it by jogging around your desk ten times. <b>Online networking.</b>
10:12 - 10:27	<b>Unearthing the true value of purpose led marketing.</b> Nthabiseng Matshekga, Executive Head: Group Marketing, Nedbank
10:29 - 10:44	<b>Goodbye guesswork: Working out what consumers want.</b> Zumi Njongwe, Consumer Communication and Marketing Excellence Director, Nestlé
10:46 - 11:01	<b>The end of the marketing world as we know it.</b> Lee Naik, CEO TransUnion Africa
11:02 - 11:15	<b>BREAK:</b> Work it with a caffeine run. <b>Online networking.</b>
11:16 - 11:18	<b>Brave Group - youth competition finalist video.</b>
11:19 - 11:34	<b>Marketing has to work for consumers. Make yours work harder in their digital world.</b> Nandus du Plessis, Founder, Crazy Ginger Consulting
11:38 - 11:43	<b>What happens when you say yes! Let's get marketing.</b> Lee den Hond, CEO Blue Platinum Events/ Author/Speaker/Former Businesswoman of the Year/Third SA woman to summit Everest
11:45 - 12:00	<b>Marketing works. What about during a pandemic?</b> Verusha Maharaj, Advertising & Marketing Lead, Deloitte Consulting South Africa
12:01 - 12:06	<b>BREAK:</b> Work it with some star jumps. <b>Online networking.</b>
12:08 - 12:23	<b>Marketing works. Work it: But, what stands in the way?</b> Mzamo Masito, CMO, Google Africa
12:25 - 12:40	<b>Advanced TV : What you need to know to work it.</b> Fahmeeda Cassim-Surtee , CEO – DSTV Media Sales
12:41 - 13:20	<b>BREAK:</b> Work it with some food and ten sit ups. <b>Online networking.</b>
13:21 - 13:23	<b>Brave Group youth competition. Finalist video.</b>
13:25-14:25	<b>TALK BY FERNANDO MACHADO (FOLLOWED BY LIVE Q&amp;A from Miami)</b> <b>Creativity as a source of competitive advantage.</b> Fernando Machado, Global CMO for Burger King
14:26-14:31	<b>BREAK:</b> Work it with twenty push ups. <b>Online networking.</b>
14:32 - 14:47	<b>Customer loyalty: A labour of love.</b> Amanda Cromhout, CEO at Truth & Emmerce Commerce
14:49 - 15:04	<b>Advertising works. If you segment correctly and understand audience insights.</b> Mpume Ngobese – Managing Director Joe Public Connect
15:05 - 15:24	<b>BREAK:</b> Work it with a headstand. <b>Online networking.</b>
15:25-15:27	<b>Brave Group youth competition. Finalist video.</b>
15:28-15:33	<b>A quick workout: Marketing works when it works its way to your heart.</b> Suhana Gordhan, Executive Creative Director, Joburg
15:40-16:10	<b>INTERNATIONAL SPEAKER</b> <b>Seven new rules for making marketing work.</b> Patrick Collister, Author and Speaker. Live from London.
16:10-16:25	<b>Awarding of bursaries and prizes.</b> Khensani Nobanda/Dale Hefer
16:30	<b>Conference Close. Online networking.</b>

Note: Due to the comprehensive agenda, timelines will be strictly adhered to.

**The agenda may be subject to change.**

Download the Agenda Here

INTERNATIONAL KEYNOTE



**Fernando Machado**

Global CMO Burger King



## Pepe Marais

Group CCO Joe Public United  
Master of Ceremonies

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