

TIME	AGENDA
	MARKETING WORKS. WORK IT
7:00-8:40	Registration Let's get to work
8:45-9:00	Conference opening: Making the case for creativity Master of Ceremonies, Pepe Marais, Group CCO Joe Public United
9:00-9:15	Marketing works. Or does it? Andy Rice, Strategist. Writer. Speaker
9:16-9:31	Marketing works. But defiant trailblazing works better. Alistair King, Co-founder/CCO King James Group
9:33-9:48	The job at hand. Measurement. Mathe Okaba, CEO ACA
9:50-10:05	Earning its keep. Marketing at work for people, processes and profit. Nthabiseng Matshekga, Executive Head: Group Marketing, Nedbank
10:08-10:23	Goodbye guesswork: Working out what customers want. Zumi Njongwe, Marketing and Innovations Director, Diageo
10:25-10:40	Does marketing earn its keep? A CEO speaks out. Geoff Whyte, CEO Nando's Africa, Middle East, India
10:43-11:10	TEA AND NETWORKING You know what they say, all work and no play...
11:15-11:30	Evolution at work: Marketing's new capabilities. Andrea Quaye, Vice President Marketing, Anheuser-Busch InBev
11:32-11:37	5-minute workout: Sweating the small stuff in social media. Speaker to be confirmed
11:39-11:54	Topic to be confirmed. Doug De Villiers, Consulting Director Africa, Customer, Marketing & Advertising. Leader of Deloitte's Advertising portfolio. Deloitte
11:56-12:11	How Brands Grow. The Art and Science of Marketing. Mzamo Masito, CMO, Google Africa
12:13-12:28	Marketing works by design. Nathan Reddy, Owner, Gridworldwide
12:30-13:20	WORKING LUNCH It is called net-working.
13:25-14:25	INTERNATIONAL KEYNOTE Make something different happen. Fernando Machado, Global CMO for Burger King
14:27-14:42	Customer loyalty: A labour of love. Amanda Cromhout, CEO at Truth & Emerge Commerce
14:45-15:00	Stereotypes: Still hard at work in South Africa. Qingqile WingWing Mdlulwa, Executive Creative Director
15:02-15:25	BREAK Nice work if you can get it
15:28-15:33	5-minute workout: Creativity, the elbow grease of the industry. Suhana Gordhan, Creative Director at FCB
15:40-16:10	INTERNATIONAL SPEAKER The Business of Ideas Patrick Collister, Author and Speaker
16:10-16:25	Awarding of bursaries and prizes. Khensani Nobanda/Dale Hefer
16:30-18:00	Enough work! Cocktails and snacks