

TIME	AGENDA
	<b>MARKETING WORKS. WORK IT</b>
7:00-8:40	<b>Registration</b> Let's get to work
8:45-9:00	<b>Conference opening: Making the case for creativity</b> Master of Ceremonies, Pepe Marais, Group CCO Joe Public United
9:00-9:15	<b>Marketing works. Or does it?</b> Andy Rice, Strategist. Writer. Speaker
9:16-9:31	<b>Marketing works. But defiant trailblazing works better.</b> Alistair King, Co-founder/CCO King James Group
9:33-9:48	<b>The job at hand. Measurement.</b> Mathe Okaba, CEO ACA
9:50-10:05	<b>Unearthing the true value of purpose led marketing.</b> Nthabiseng Matshekga, Executive Head: Group Marketing, Nedbank
10:08-10:23	<b>Goodbye guesswork: Working out what customers want.</b> Zumi Njongwe, Consumer Communication and Marketing Excellence Director, Nestle
10:25-10:40	<b>What kind of business leaders does SA need to succeed? A CEO speaks out.</b> Geoff Whyte, CEO Nando's Africa, Middle East, India
10:43-11:10	<b>TEA AND NETWORKING</b> You know what they say, all work and no play...
11:10-11:12	<b>Brave Group - youth competition finalist video.</b>
11:15-11:30	<b>Evolution at work: Marketing's new capabilities.</b> Andrea Quaye, Winner Marketing and Leadership Innovation Award (Loerie's 2019), Jury President IAB Bookmark Awards. Marketer at large.
11:32-11:37	<b>5 - minute workout: Smarketing. Working with technology for smart marketing.</b> Rani Bisal, Head of Business Optimization – DsTV Media Sales
11:39-11:54	<b>Nextgen agencies. Making intelligent marketing work.</b> Doug de Villiers, Africa Advertising, Marketing & Commerce Leader, Deloitte Consulting.
11:56-12:11	<b>How Brands Grow. The Art and Science of Marketing.</b> Mzamo Masito, CMO, Google Africa
12:13-12:28	<b>Marketing works by design.</b> Nathan Reddy, Owner, Gridworldwide
12:30-13:18	<b>WORKING LUNCH</b> It is called net-working.
13:20 - 13:22	<b>Brave Group youth competition. Finalist video.</b>
13:25-14:25	<b>INTERNATIONAL KEYNOTE</b> <b>Creativity as a source of competitive advantage.</b> Fernando Machado, Global CMO for Burger King
14:27-14:42	<b>Topic and Speaker to be confirmed.</b>
14:45-15:00	<b>Stereotypes: Still hard at work in South Africa.</b> Qingqile WingWing Mdlulwa, Executive Creative Director
15:02-15:25	<b>BREAK</b> Nice work if you can get it
15:25-15:27	<b>Brave Group youth competition. Finalist video.</b>
15:28-15:33	<b>5-minute workout: Marketing works when it works its way to your heart.</b> Suhana Gordhan, Executive Creative Director at FCB
15:40-16:10	<b>INTERNATIONAL SPEAKER - LIVE VIA VIDEO</b> <b>Seven new rules for making marketing work.</b> Patrick Collister, Author and Speaker
16:10-16:25	<b>Awarding of bursaries and prizes.</b> Khensani Nobanda/Dale Hefer
16:30-18:00	<b>Enough work!</b> Drinks and snacks with thenetworkone