

| TIME          | AGENDA  |
|---------------|---|
|               | <b>MARKETING WORKS. MORE THAN EVER. WORK IT.</b><br><b>Online networking.</b> Meet our sponsors.  |
| 9:00 - 9:14   | <b>Conference opening: Making the case for creativity.</b><br>Master of Ceremonies, Pepe Marais, Group CCO Joe Public United  |
| 9:15 - 9:30   | <b>Marketing works. Or does it?</b><br>Andy Rice, Strategist. Writer. Speaker   |
| 9:32 - 9:47   | <b>Marketing works. But defiant trailblazing works better.</b><br>Alistair King, Co-founder/CCO King James Group  |
| 9:49 - 10:04  | <b>What 2020 is telling us about the future of marketing.</b><br>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><br>Nthabiseng Matshekga, Executive Head: Group Marketing, Nedbank  |
| 10:29 - 10:44 | <b>Goodbye guesswork: Working out what consumers want.</b><br>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><br>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><br>Nandus du Plessis, Founder, Crazy Ginger Consulting   |
| 11:38 - 11:43 | <b>What happens when you say yes! Let's get marketing.</b><br>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><br>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><br>Mzamo Masito, CMO, Google Africa   |
| 12:25 - 12:40 | <b>Advanced TV : What you need to know to work it.</b><br>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><br><b>Creativity as a source of competitive advantage.</b><br>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><br>Amanda Cromhout, CEO at Truth & Emerge Commerce   |
| 14:49 - 15:04 | <b>Advertising works. If you segment correctly and understand audience insights.</b><br>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><br>Suhana Gordhan, Executive Creative Director, Joburg   |
| 15:40-16:10   | <b>INTERNATIONAL SPEAKER</b><br><b>Seven new rules for making marketing work.</b><br>Patrick Collister, Author and Speaker. Live from London.   |
| 16:10-16:25   | <b>Awarding of bursaries and prizes.</b><br>Khensani Nobanda/Dale Hefer   |
| 16:30         | <b>Conference Close. Online networking.</b>   |