

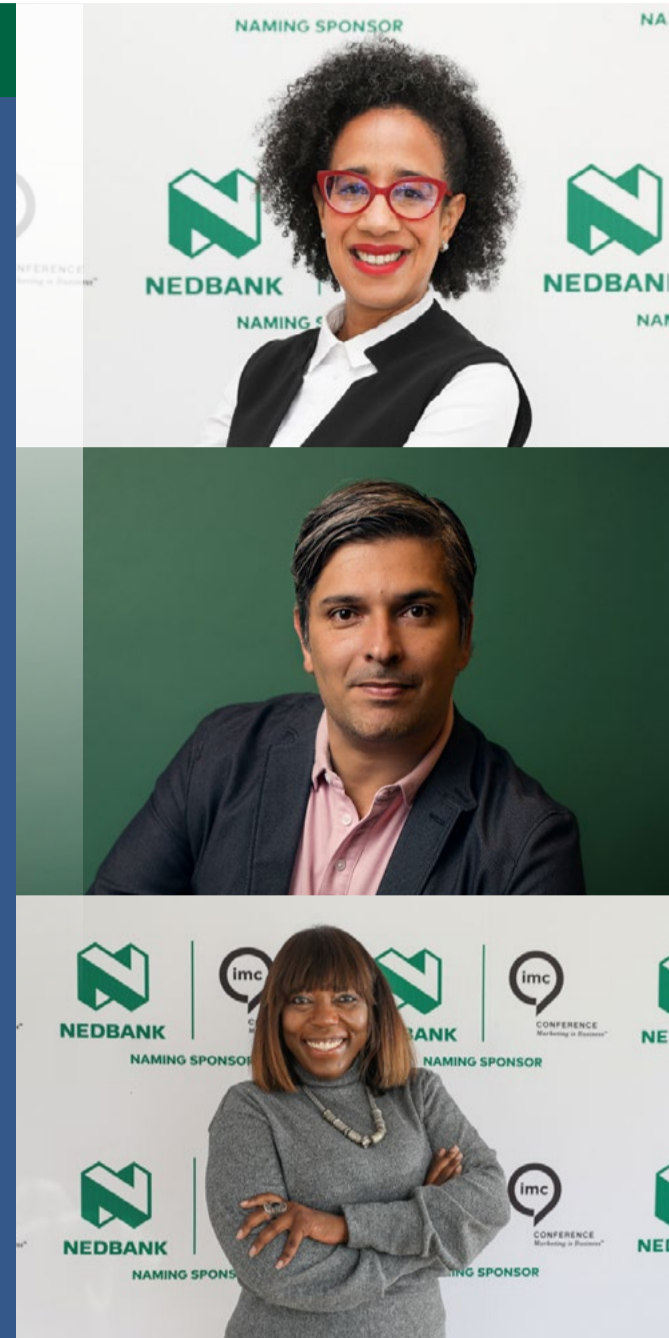
IN CASE YOU MISSED IT

**18 Speakers. Ted Talk Format.
10 CPD Points for designated marketers.**

On the 24th of July 2020, over 1200 delegates logged in for the first of its kind online marketing conference in South Africa. The conference was broadcast live via green screen studios in Johannesburg, Cape Town and London with speakers presenting in the 15-minute Ted Talk style that the conference has become known for. To view the speaker line up please [click here](#).

The keynote address was by Fernando Machado, Global Chief Marketing Officer at Burger King, who shared live from Miami. Fernando's topic is Creativity as a competitive advantage. His presentation includes a Q&A session with Joe Public CCO Pepe Marais. Khensani Nobanda, Nedbank's Group Executive for Marketing and Corporate Affairs, said: "We could not be prouder of the calibre and innovation of the conference." The conference was rated excellent/very good by over 90% of surveyed delegates.

We are pleased to confirm that the Marketing Association of South Africa (MASA), as the SAQA registered Professional Body for the Industry, has partnered with the Nedbank IMC to make the recorded sessions for the event available on the MASA CPD platform [MarkEdOnline]! If you missed the event, or would like to share this great content with your team, this is for you!



Create/ Log in to your MarkEdOnline profile at <https://www.marked.online/>.
The content is available on the "Online on Demand - Courses" page.



R450.00 Excluding VAT



Designated marketers can claim 10 CPD points, provided they complete the online assessment successfully and registered their council on their profile.



- This is not just an opportunity to earn CPD points, but also a chance to get your teams to experience this high-end conference content with a reflective assessment included.
- Excellent opportunity for young marketers to be exposed to an aspirational experience at an extremely competitive price - Learn from the best in the business.
- Certificate issued for online attendance.



Should any organisation want to sponsor some of the courses as part of a community, CSI and/or student project, kindly contact Enrico du Plessis at info@irmnet.org or **0824439060** [Project Leader: Professional Designations-Marketing Industry] to arrange such vouchers/ voucher codes.