



NAMING SPONSOR



CONFERENCE

Join us as we roll out the red carpet for Africa's premier marketing conference.

# Marketing. The Movie.

The Nedbank IMC Conference Blockbuster. 29 July 2021.

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Thriller | Action | Drama. Always a Love Story.



# Get the Big Picture

Our sold out 2020 Conference was described as the new virtual conference benchmark. Our 2021 forthcoming attraction is set once more to be the marketing event of the year.

Watch the conference in person at the Monte Cinema in Johannesburg **OR** grab the popcorn for the marketing production of the year on your own screen wherever you are.

Our cast of A-list local and international speakers will keep you on the edge of your seat as they reveal the twists and plots of the love story, action, drama and suspense that is marketing today.



We are proud to be endorsed by the IAB and presented in association with MASA.



Ten CPD points for attending the conference will be issued to MASA members where relevant.

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# Marketing's Top Guns

Our cast of local and international speakers will ensure the marketing force is with you.

Joining us live from New York, we are proud to welcome our first international star, **Susan Credle, Global Chief Creative Officer, FCB.**

When Susan Credle speaks, the industry listens. As the first female chairperson of The One Club for Creativity, Credle champions up-and-coming creative talent; advocates for industry inclusion of individuals across a grand spectrum of cultures, races, genders and orientations; and helps create rigorous and exciting professional development opportunities for creative professionals from all backgrounds. She knows that the more varied the industry, the stronger and better off we'll all be.



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# Marketing's Top Guns

We are working on our line-up of marketing stars and are proud to welcome our confirmed presenters.



## Tumi Morake

Comedian and Actor  
Master of Ceremonies.



### INTERNATIONAL SPEAKER

## Susan Credle

Global Chief Creative Officer: FCB  
**Topic:** To be confirmed.



## Khensani Nobanda

Group Executive Marketing and  
Corporate Affairs: Nedbank

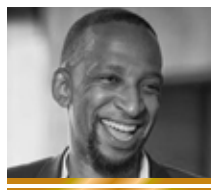
**Topic:** How to ensure your CEO doesn't see marketing as an **Indecent Proposal**.



## Mike Brown

Chief Executive: Nedbank Group  
Limited and Nedbank Limited

**Topic:** How to ensure your CEO doesn't see marketing as an **Indecent Proposal**.



## Tebogo Motsepe

Head – Brand and Client Insights:  
Nedbank CIB

**Topic:** Marketing when it seems like **The Gods Must Be Crazy**.



## Pepe Marais

Founding Partner and Group Chief  
Creative Officer: Joe Public United

**Topic:** **Basic Instinct**. Have we forgotten the marketing basics?



## Dale Hefer

CEO: The Nedbank IMC

**Topic:** **It's a Wrap**. Conference close and awarding of bursaries and prizes.



## Mike Sharman

Founder: Retroviral

**Topic:** From zero to viral in 96 hours. Learnings from an **Octopus Teacher**.



## Monalisa Zwambila

Founder and CEO: Riverbed

**Topic:** **Jungle Fever**. Making diversity in marketing the star of the show.



## Mike Stopforth

Co-Founder: 48H

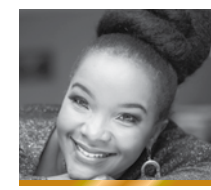
**Topic:** How to avert a brand crisis on social media in **48 Hours**.



## Victor Dlamini

Co-Founder: 48H

**Topic:** How to avert a brand crisis on social media in **48 Hours**.



## Nontokoza Madonsela

CMO: Momentum Metropolitan  
Holdings

**Topic:** To be confirmed.



## Elizabeth de Stadler

Founding director: Novation

**Topic:** **You've Got Mail**. But is it allowed? POPI strikes back.

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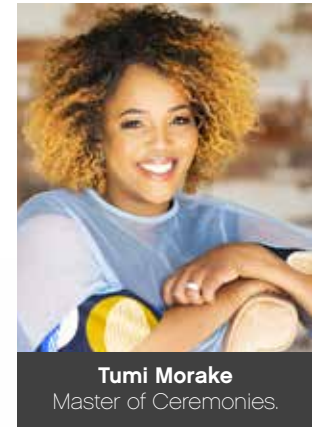
# Go ahead, let us make your day

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The conference will be in our usual 15-minute Ted Talk format with some exceptions. Our international keynote(s) will be presenting and then joining us live for Q&A.

Some of the confirmed topics include:

- ❁ Let marketing emerge from the **Dark Knight**.  
Conference Opening: MC Tumi Morake
- ❁ How to ensure your CEO doesn't see marketing as an **Indecent Proposal**.  
(A frank discussion between Mike Brown – Group CEO, Nedbank and Khensani Nobanda – Group Executive Marketing and Corporate Affairs, Nedbank)
- ❁ International Keynote from New York – topic to be confirmed.  
Susan Credle, Global Chief Creative Officer, FCB
- ❁ **Basic Instinct**. Have we forgotten the marketing basics?  
Pepe Marais, Founding Partner and Group CCO, Joe Public United
- ❁ From Zero to viral in 96 hours. Learnings from an **Octopus Teacher**.  
Mike Sharman, Founder, Retroviral
- ❁ **Jungle Fever**. Making diversity in marketing the star of the show.  
Monalisa Zwambila, CEO and Founder, Riverbed
- ❁ Marketing when it seems like **The Gods Must Be Crazy**. Dealing with change.  
Tebogo Mostsepe, Head Brand and Client Insights – Nedbank CIB



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- ❁ **You've Got Mail.** But is it allowed? POPI strikes back.  
Elizabeth de Stadler, Founding Director, Novcon
- ❁ Averting a social media brand crisis in **48 Hours.**  
Victor Dlamini and Mike Stopforth, Founders 48H.
- ❁ Topic to be confirmed  
Nontokoza Madonsela, CMO Momentum Metropolitan Holdings

**NOTE: THIS AGENDA IS SUBJECT TO CHANGE.**

## Some ideas we are working with

- ❁ Out of the **Jaws** of covid-19 – The new marketing landscape.
- ❁ Is sponsorship a **Risky Business**? Making it work in a time of Covid.
- ❁ Using the **Social Network** to get sales, not likes.
- ❁ Communication during a **Titanic** brand crisis.
- ❁ Building a **True Romance** when marketing in Africa.
- ❁ **Star Wars.** The influencer debate.
- ❁ **Good will hunting** – the quest for lasting B2B relationships.
- ❁ Old habits **Die Hard.** Embracing diversity in marketing.
- ❁ Post-Covid Creativity. **The good, the bad and the ugly.**
- ❁ **uHambo** – the journey marketers must make.
- ❁ Is it time for **The Usual Suspects** to step aside? New media for the new normal.
- ❁ Why digital marketing is going to get us **Back to the Future.**
- ❁ **Guardians of the Galaxy!** The youth speak out.
- ❁ **It's a wrap.** Conference close and awarding of prizes and Bursaries.
- ❁ A cocktail party with more than **some fava beans and a nice Chianti!**



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# The Reel Deal

## Virtual Tickets. Watch wherever you are!

- 🎬 Early Bird R2 000 ex VAT 1 Nov 2020 – 31 Jan 2021.
- 🎬 Standard R2 500 ex VAT 1 Feb – 29 July 2021.
- 🎬 Buy 5 get one free.

## Live Event. Attend in person in @MonteCinema, Johannesburg.

- 🎬 Early Bird R3 000 ex VAT 1 Nov 2020 to 31 Jan 2021.
- 🎬 Next Early Bird R3 500 ex VAT 1 Feb – 31 Mar 2021.
- 🎬 Last Early Bird R4 000 ex VAT 1 April – 31 May 2021.
- 🎬 Standard R5 000 ex VAT 1 June – 29 July 2021.
- 🎬 Buy 5 get one free.

PLEASE SPEAK TO US ABOUT GROUP DISCOUNTS.



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