

Africa's Leading Marketing Conference



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NAMING SPONSOR

Since inception in 2019 the Nedbank IMC has become Africa's premier marketing conference.

The only conference presented in association with the Marketing Association of South Africa (MASA) and endorsed by other industry bodies such as the IAB, this one-day, hard-hitting event has become Africa's largest and foremost marketing conference.

Presentations are in 15 minute 'Ted Talk' format (with some exceptions). The conference has become known for its industry-leading presenters (local and international) and entertaining format.

The Nedbank IMC Conference is relevant to anyone involved in any discipline or of marketing – at any level. In South Africa, the rest of Africa and beyond.

The 2021 virtual conference boasted 1300 delegates from 14 countries and was rated excellent in every category.

“Africa's most prestigious marketing conference” – Daily Maverick

“Fantastic, flawless and world-class event” – Marketing Association of South Africa

“A very necessary platform for marketing in Africa today. World-class!” – Pepe Marais

“The highlight of South Africa's marketing industry” – Andrea Quaye

Marketing is Business™

In creating this platform, CEO Dale Hefer's mission is to always present the business case for marketing. All aspects of the conference are driven by a determination to secure Marketing's seat at the Boardroom table.

Community Upliftment

Enabling the youth in marketing is one of the key priorities of the conference.

The IMC Academy (Pty) Ltd, in association with MSC Education Holdings, has made six tertiary bursaries available to deserving candidates. Furthermore, over a quarter of a million Rand in attendance value for students has been provided. An education fund for scholars has also been created with an initial contribution by the IMC Academy (Pty) Ltd of R75 000.00.

Other community partnerships are ongoing and include UNGWA Africa (Botswana) and Sunshine Cinema – an initiative that informs communities through solar-powered movies.

[Nedbank IMC 2022 – 29 July](#)

[Nedbank IMC Speaker Alumni](#)

[2021 Conference White Paper](#)



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