

# RELEVANCE.

MARKETING'S BIG ASK.



NAMING SPONSOR
























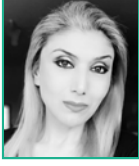



















































AFRICA'S LEADING MARKETING CONFERENCE

## World-class Agenda

One Day Virtual Conference. 29 July 2022

FIND OUT MORE ABOUT OUR SPEAKERS

Time	Slot period	Speaker	Company and Designation	Topic
8:30 – 8:45	15 mins	 <b>Gugulethu Mfuphi</b> , Master of Ceremonies with co-host <b>Xolisa Dyeshana</b> .	 <b>Gugu Mfuphi</b> : Award Winning Broadcaster & Financial Journalist. KayaBizz host on Kaya FM 95.9.  <b>Xolisa Dyeshana</b> : Group Creative Director, Joe Public.	 Intro.
8:48 – 9:08	20 mins	 <b>Maps Maponyane</b>	 Host, TV Presenter, Producer, Actor and Entrepreneur.	 Branding starts at home! How relevant is your personal brand?
9:11 – 9:41	30 mins	 <b>Greg Hoffman</b> International Speaker (Portland, Oregon, United States)	 Global Brand Leader/Former NIKE CMO/Advisor/Speaker/Instructor/Author.	 Emotion by Design.
9:44 – 9:59	15 mins	 <b>Lebo Madiba</b>	 Founder, PR Powerhouse.	 From Ho Hum to Headline. Make your Story Real and Relevant.
10:00 – 10:05	5 mins	 <b>Greg Maloka</b>	 Culture Activist.	 Top of the hour. Up close and relevant with Greg Maloka.
10:08 – 10:18	10 mins	<b>COMMERCIAL BREAK</b>		Screening of iconic ads, good and bad, going back to 1978. With DSTV Media Sales.
10:21 – 10:51	30 mins	 <b>Kathryn Williams</b> International Speaker (Australia)	 Founder, KMINT.	 How much is your idea worth? The relevance of ROI, Revenue and IP.  Followed by live Q&A with <b>Fahmeem Chaudhry</b> : Partner and Managing Director, M&C Saatchi Abel JHB.
10:54 – 11:09	15 mins	 <b>Sphe Vundla</b>	 SAB's Corporate Brand Director.	 The Power of Marketing Relevance to Drive Societal Change.
11:12 – 11:27	15 mins	 <b>Sadika Fakir</b>	 Integrated Media and Digital Director, Tiger Brands.	 Reach and Relevance. Bridging the Gap Between Traditional and Digital Media.
11:30 – 11:45	15 mins	 <b>Thebe Ikalafeng</b>	 Founder and Chairman, Brand Africa and Brand Leadership Group.	 Africa: Relevant or Relegated?
11:48 – 12:08	20 mins	 <b>Ron Thurston</b> International Speaker (New York, United States)	 Host, Retail in America.	 Retail Pride. Retail Relevance. Indispensable insight for anyone in (brick-and-mortar) retail.
12:10 – 12:25	15 mins	<b>COMMERCIAL BREAK</b>		Screening of iconic ads, good and bad, going back to 1978. With DSTV Media Sales.
12:26 – 12:30	4 mins	 Welcome to our co-host for the afternoon, <b>Preetesh Sewraj</b> .	 CEO: The Loeries.	

Time	Slot period	Speaker	Company and Designation	Topic
12:30 – 13:00	30 mins	 CMO/CEO Speak <b>Heidi Brauer</b> and <b>Saks Ntombela</b>	 <b>Heidi Brauer:</b> CMO, Hollard Insurance.  <b>Saks Ntombela:</b> Group CEO, Hollard Insurance.	 CEO Buy-in. How to make your Marketing C-Suite Relevant. A frank discussion between Hollard's CMO and CEO.  Facilitated by <b>Karabo Songo:</b> Non Executive Chairperson, ACA SA.
13:01 – 13:06	5 Mins	 <b>Tshego Tshukutswane</b>	 Senior Director: Consulting by Kantar, Amsterdam.	Top of the Hour. Five minutes up-close and relevant with Tshego Tshukutswane.
13:08 – 13:23	15 mins	 <b>Monali Shah</b> International Speaker (Nigeria)	 Integrated Marketing & Communications Specialist.	Making every Brand Experience relevant.
13:24 – 13:54	30 mins	<b>COMMERCIAL BREAK</b>		Screening of iconic ads, good and bad, going back to 1978. With DSTV Media Sales.
13:56 – 14:26	30 mins	 <b>Ben Williams</b> International Speaker (New York)	 Global Chief Creative Experience Officer\TBWA Worldwide.	 Opening the aperture of Creativity: Staying relevant in a modern world.  Followed by live Q&A with <b>Luca Gallarelli:</b> Group CEO\TBWA South Africa.
14:28 – 14:43	15 mins	 <b>Buli Ndlovu</b>	 Executive: Retail and Business Banking Marketing, Nedbank.	 Reclaim your relevance by reading the room.
14:45 – 15:00	15 mins	 <b>Joeri Van den Bergh</b> International Speaker (Belgium)	 Managing partner, InSites Consulting.	 Achieving Brand Relevance with Gen Z.
15:02 – 15:32	30 mins	 <b>Tyrona Heath</b> International Speaker (New York)	 Director, Market Engagement, The B2B Institute at LinkedIn.	 How Relevant Buying Situations Determine Brand Sales.  Followed by live Q&A with <b>Warren Moss:</b> Founder & CEO, Demographica.
15:33 – 15:43	10 mins	<b>COMMERCIAL BREAK</b>		Screening of iconic ads, good and bad, going back to 1978. With DSTV Media Sales.
15:45 – 16:00	15 mins	 <b>Scott Thwaites</b> International Speaker (United Arab Emirates)	 Head of Emerging Markets at TikTok Global Business Solutions.	 Don't just make ads, make TikToks: Understanding how TikTok is relevant for your brand.
16:02 – 16:17	15 mins	 <b>Mathe Okaba</b>	 CEO, Association for Communication and Advertising (ACA).	 The Relevance Effect.
16:19 – 16:34	15 mins	 <b>Bernice Samuels</b>	 Group Marketing Executive, MTN Group.	 Relevance – Neurons and Narratives.
16:36 – 16:46	10 mins	 <b>Dale Hefer</b> with <b>Khensani Nobanda</b>	 <b>Dale Hefer:</b> CEO, IMC.  <b>Khensani Nobanda:</b> Group Executive, Marketing and Corporate Affairs, Nedbank.	 Awarding of prizes, bursaries, and conference close.
BONUS SPEAKER		 <b>Clinton Middleton</b>	 CEO, GrowThrough.	 Neurodiversity in advertising: your relevance advantage.