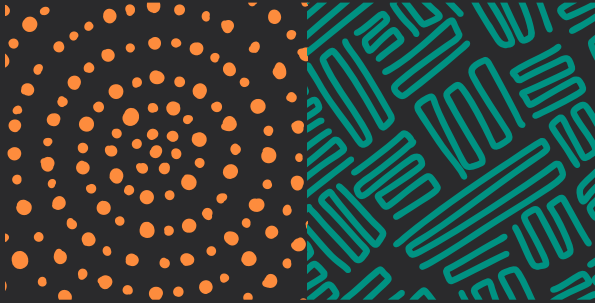




Shift Happens.™

> Are you ready?



Outside broadcast by



Agenda

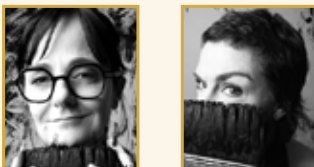
THURSDAY 17 SEPTEMBER 2026 | In-person (Mosaïek Teatro, Johannesburg) and Virtual



Mosaïek Teatro



Book Here

TIME		SPEAKER	COMPANY AND DESIGNATION	TOPIC
07:00 - 08:20	80 mins	IN-PERSON: NETWORKING AND REFRESHMENTS: Fuelled by Wild Bean Café.		
08:00		LIVE STREAM STARTS		
08:20 – 08:30	10 mins	DELEGATES PLEASE TAKE SEATS		
08:30 - 08:40	10 mins	 MC: DONOVAN GOLIATH	 Master of Ceremonies.	 Welcome.
08:42 - 08:57	15 mins	 DALE HEFER	 Founder and CEO, Nedbank IMC.	 Conference Opening.
08:57 - 09:00	3 mins	A SOUTH AFRICAN WELCOME		
09:02 - 09:22	20 mins	 CONN BERTISH	 Founder, The Creative Resiliency Group.	 Happy Purposeful Businesses are Harder to Kill. Represented by 
09:24 - 09:39	15 mins	 TARRYN KNIGHT	 Head of Marketing, Ford Motor Company of Southern Africa.	 The Bakkie That Built the Nation: Shifting Gears, Shifting Times.
YOUTH PANEL DISCUSSION	15 mins	 GUGU MTHEMBU PANEL FACILITATOR	 Chief Marketing Officer, Telkom.	 The Next Shift: A Gen Z – Gen Alpha Conversation.
		 DESMOND KOOLEN AND MARKO STAVROU YOUTH PANEL	 Gen Alpha Influencer.  The Gen Z Guy. Founder, Genlink.	
09:59 - 10:04	5 mins	PLUG'D BY TELKOM UJ CHALLENGE: WINNING TEAM ANNOUNCED.		
10:08 - 10:28	20 mins	IN-PERSON: NETWORKING AND REFRESHMENTS: Fuelled by Wild Bean Café.		
10:28 - 10:38	10 mins	DELEGATES PLEASE TAKE SEATS		
DOUBLE TAKE	15 mins	 ROANNA WILLIAMS AND FRAN LUCKIN	 Co-Chief Creative Officer & Co-Founder, Boundless.	 The Creative Shift: Why Brave Work Wins.
10:40 - 10:55			 Co-Chief Creative Officer, Boundless.	

TIME		SPEAKER	COMPANY AND DESIGNATION	TOPIC
🕒 10:57 - 11:12	🕒 15 mins	 THEBE IKALAFENG	 Founder and Chairman, Brand Africa, and Chancellor, Sol Plaatje University.	 The CMO Shift.
🕒 11:14 - 11:29	🕒 15 mins	 DAWN ROWLANDS	 CEO, dentsu Africa.	 Africa is the Shift.
🕒 11:31 - 11:46	🕒 15 mins	 KABELO MAKWANE	 Country Director, Google South Africa.	 Making AI Useful: From Organisational Mindset to Business Value.
🕒 11:48 - 12:13	🕒 25 mins	 SUHAYL LIMBADA INTERNATIONAL KEYNOTE	 Chief Marketing Officer, KFC India.	 Stop Making Global Work. A Practical Guide to Building Big Ideas in Local Culture.
🕒 12:15 - 12:25	🕒 10 mins	 TIFFANY MARKMAN	 Communication Expert, Copywriter, Speaker and Founder, Tiffany Markman Writing & Training (TMWT).	 Specifically Odd: Write Human. But Weird.
🕒 12:27 - 13:17	🕒 50 mins	IN-PERSON: NETWORKING AND REFRESHMENTS: Fuelled by Wild Bean Café.		
🕒 13:17 - 13:27	🕒 10 mins	DELEGATES PLEASE TAKE SEATS		
🕒 13:29 - 13:39	🕒 10 mins	 DR GCINA MHLOPHE	 Author, Storyteller, Director of Gcinamasiko Arts and Heritage Trust.	 Tales to Tell, Wings to Fly. 
🕒 13:41 - 14:01	🕒 20 mins	 MARC DE SWAAN ARONS INTERNATIONAL KEYNOTE	 Founder, Institute for Real Growth.	 Marketing2030: Making Impact in a New Era.
BRAND AFRICA CMO PANEL 🕒 14:05 - 14:25	🕒 20 mins	 THEBE IKALAFENG PANEL FACILITATOR   KHENSANI NOBANDA AND OPEYEMI LAWAL CMO PANEL	 Founder and Chairman, Brand Africa, and Chancellor, Sol Plaatje University.  Group Chief Marketing Officer, Nedbank Group Limited.  Chief Marketing Officer, NBA Africa and BAL (Basketball Africa League).	 Shift Happens™: Thebe Ikalafeng in Conversation with Africa's Leading CMOs. 
🕒 14:29 - 14:39	🕒 10 mins	 SHELDON TATCHELL	 CEO and Founder, Legends Corporation.	 Business of Impact. 
🕒 14:41 - 15:01	🕒 20 mins	IN-PERSON: NETWORKING AND REFRESHMENTS: Fuelled by Wild Bean Café. (This networking break may be shortened or removed subject to programme flow and speaker timings)		
🕒 15:01 - 15:11	🕒 10 mins	DELEGATES PLEASE TAKE SEATS		

TIME		SPEAKER	COMPANY AND DESIGNATION	TOPIC
 15:13 - 15:18	 5 mins	 REA LEOPENG	 Wellness Expert and Yoga Teacher.	 5-Minute Shift: Move. Reset. Stretch.
 15:20 - 15:40	 20 mins	 TAHAAB RAIS INTERNATIONAL KEYNOTE	 Group Chief Strategy Officer and Film Director, Publicis Groupe MENAT.	 The Real Shift Isn't Technological. It's Psychological.
 15:42 - 15:57	 15 mins	 JARRED CINMAN	 CEO, VML.	 2026: The Year AI Changed Everything in Advertising?
 15:59 - 16:06	 7 mins	 KABELO MAKWANE	 Country Director, Google South Africa.	 AI in Action: Turning Content into Insight in Real Time. <i>Presented by</i> 
 16:08 - 16:23	 15 mins	 KABELO MABALANE	 Cultural Icon. Pastor and Endurance Athlete.	 Play the Game and the Score Will Take Care of Itself.
 16:25 - 16:35	 10 mins	 SIYA METANE (SLIKOUR) AND MC: DONOVAN GOLIATH	 Group CEO and Founder, SlikourOnLife.  Master of Ceremonies.	 The Conference Song: Revealed Live. <i>Donovan Goliath brings Siya Metane (Slikour) to the stage for the conference close and the live reveal of an original track built from the day's own voices.</i>
 16:35 - 17:35	 60 mins	JOIN US FOR DRINKS COURTESY OF  .		
BONUS STUDENT SPEAKER	 15 mins	 KAGISO MOSINA-MATLAKALA	 BCom Marketing Student, Red & Yellow Creative School of Business. 	 Branding for the Generation that Questions Everything. <i>This presentation will be shared with other speaker presentations on the Event App Library.</i>

Note: The agenda may change due to circumstances beyond our control.

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