

The first virtual marketing conference of its kind in South Africa, 24 July 2020.

BUSINESS IS DEPENDING ON MARKETING TO LEAD THE WAY. NOW IS THE TIME TO PROVE OUR RIGHTFUL PLACE AT THE BOARDROOM TABLE.

Marketing Works.

More than ever.

WORK IT.

The 2020 Nedbank IMC is going virtual on the 24 July.

Previously sold out, the conference now has space for you to get up to speed with the latest thought leadership.

IMC in association with MASA



CPD points to Designated Marketers based on proof of attendance

Endorsed by



The IMC Academy is proudly Accredited



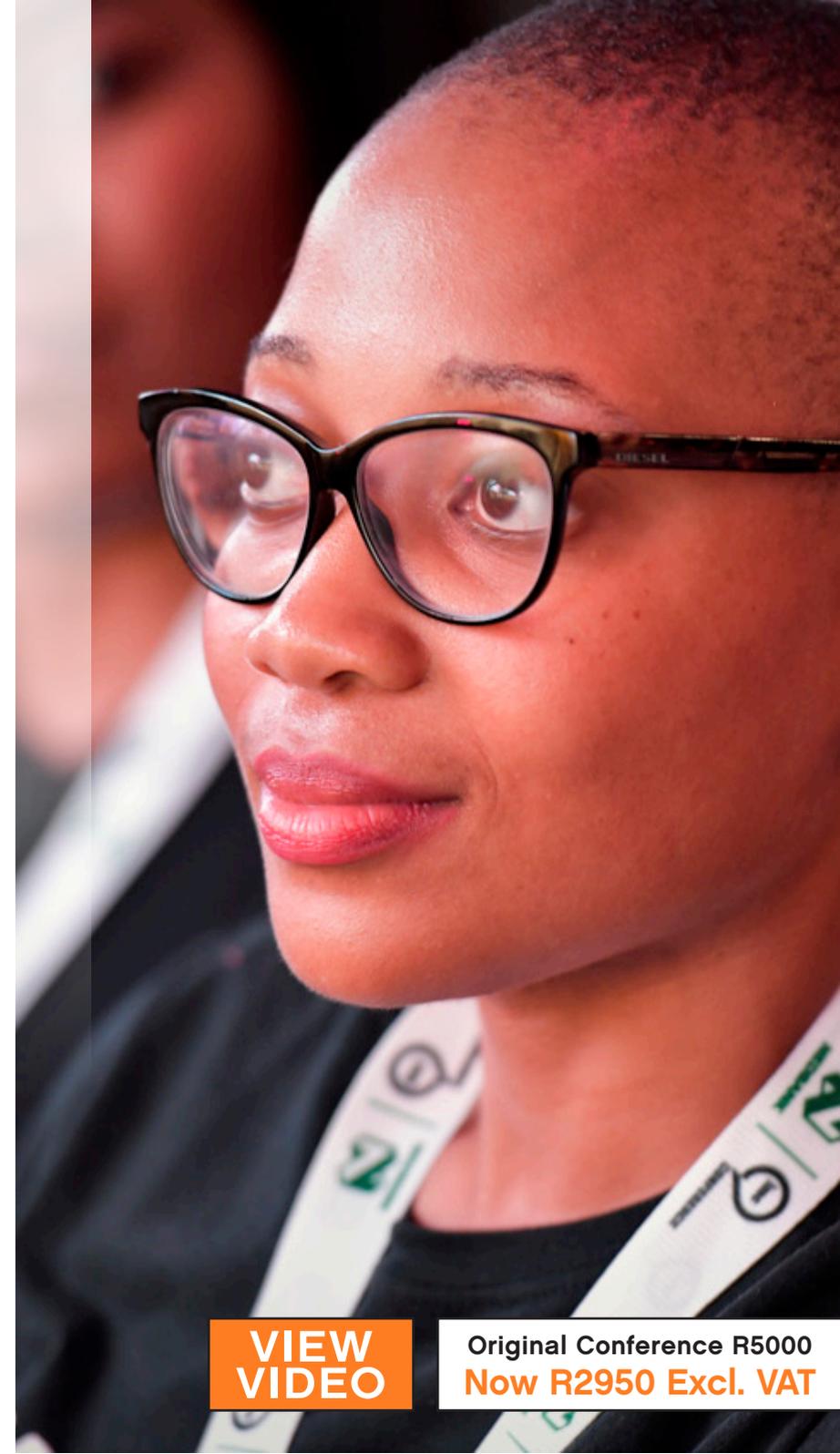
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CONFERENCE
Marketing is Business™

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**Original Conference R5000
Now R2950 Excl. VAT**



Marketing Works.

More than ever.

WORK IT.

Should we be marketing now? If so, what sort of creativity should we be applying? Does the new normal mean a different normal when it comes to design and storytelling? Is purpose led marketing still a thing or has it imploded? Are marketing's 'new' capabilities of three months ago still relevant? Have next gen agencies skipped a generation overnight? In fact, does marketing still work at all?

Yes it does. Our conference theme is Marketing works. More than ever. Work it. Our world class line-up will be sharing their insights live on the 24th July.

- ⚙️ One Day
- ⚙️ 18 leading thought leaders
- ⚙️ Two international speakers
- ⚙️ There will be a 40 minute presentation by Fernando Machado, followed by live Q&A with him from Miami.

This is no death by conference call conference!

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IMC CEO **Dale Hefer** chatting to conference MC **Pepe Marais** in the virtual studio.

The IMC Conference 2020
Marketing Works. Work it.

Agenda and **Speakers**

We are proud to introduce our world-class speaker line-up. Our international keynote speaker is Fernando Machado, Global CMO for Burger King and Adweek's 2018 Brand Genius. Fernando's topic is:

Creativity as a source of competitive advantage.



<http://linkedin.com/in/fernando-machado-a87ab2a>



- One Show 2016: <https://youtu.be/AjvEf9MMpYs>
- Cannes 2016: <https://youtu.be/DJuMD6PMIs4>
- Cannes 2017: <https://youtu.be/0EZeD3fOqvc>
- Cannes 2018: <https://youtu.be/QWmniJly-y4>



- 5 GPs (120+ Lions) - Cannes, 16 yellow pencils - D&AD,
- 1 Grandy, 2 Grand Effies.
- Board member at The One Club for Creativity and Miami Ad School, D&AD Impact council member,
- Cannes Lions advisory committee.



**Our MC, Pepe Marais,
Group CCO,
Joe Public United,
looks forward to
welcoming you.**

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International Keynote by
FERNANDO MACHADO
Global CMO Burger King



Closing presentation by
PATRICK COLLISTER
Author and Speaker

The IMC Conference 2020
Marketing Works. Work it.

The First Virtual Marketing Conference **of its Kind in South Africa.**

🔥 NO DEATH BY CONFERENCE CALL

🔥 TED TALK FORMAT

🔥 NO 'SALES PITCHES'

| TIME | AGENDA |
|---------------|---|
| | MARKETING WORKS. MORE THAN EVER. WORK IT. Online networking. Meet our sponsors. |
| 9:00 - 9:14 | Conference opening: Making the case for creativity Master of Ceremonies, Pepe Marais, Group CCO Joe Public United |
| 9:15 - 9:30 | Marketing works. Or does it? Andy Rice, Strategist. Writer. Speaker |
| 9:32 - 9:47 | Marketing works. But defiant trailblazing works better. Alistair King, Co-founder/CCO King James Group |
| 9:49 - 10:04 | The job at hand. Measurement. Mathe Okaba, CEO ACA |
| 10:05 - 10:10 | BREAK: Work it by jogging around your desk ten times. Online networking. |
| 10:12 - 10:27 | Unearthing the true value of purpose led marketing. Nthabiseng Matshekga, Executive Head: Group Marketing, Nedbank |
| 10:29 - 10:44 | Goodbye guesswork: Working out what customers want. Zumi Njongwe, Consumer Communication and Marketing Excellence Director, Nestle |
| 10:46 - 11:01 | The end of the Marketing World as we know it. Lee Naik, CEO TransUnion Africa |
| 11:02 - 11:15 | BREAK: Work it with a caffeine run. Online networking. |
| 11:16 - 11:18 | Brave Group youth competition. Finalist video. |
| 11:19 - 11:34 | Evolution at work: Marketing's new capabilities. Andrea Quaye, Winner Marketing and Leadership Innovation Award (Loerie's 2019), Jury President IAB Bookmark Awards. Marketer at large. |
| 11:38 - 11:43 | What Happens When You Say YES! Let's get marketing. Lee den Hond, CEO Blue Plantinum Events, Author/Speaker/Former Businesswoman of the Year/Third SA woman to summit Everest. |
| 11:45 - 12:00 | Marketing Works. What about during a pandemic? Verusha Maharaj, Advertising & Marketing Lead, Deloitte Consulting South Africa |
| 12:01 - 12:06 | BREAK: Work it with our yoga guru. Online networking. |

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Marketing Works. Work it.

Agenda (Continued)

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⚙ TED TALK FORMAT

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|---------------|--|
| 12:08 - 12:23 | Marketing Works. Work it: But, what stands in the way? Mzamo Masito, CMO, Google Africa |
| 12:25 - 12:40 | Topic to be confirmed. Fahmeeda Cassim-Surtee , CEO – DStv Media Sales |
| 12:41 - 13:20 | BREAK: Work it with some food and ten sit ups. Online networking. |
| 13:21 - 13:23 | Brave Group youth competition. Finalist video. |
| 13:25-14:25 | TALK BY FERNANDO MACHADO (FOLLOWED BY LIVE Q&A from Miami) Creativity as a source of competitive advantage. Fernando Machado, Global CMO for Burger King |
| 14:26-14:31 | BREAK: Work it with 20 push ups. Online networking. |
| 14:32 - 14:47 | Customer loyalty: A labour of love. Amanda Cromhout, CEO at Truth & Emerge Commerce |
| 14:49 - 15:04 | Marketing works, only if it works for good and not for evil. Neo Mashigo, Chief Creative Officer at M&C Saatchi Group |
| 15:05 - 15:24 | BREAK: Work it with a headstand. Online networking. |
| 15:25-15:27 | Brave Group youth competition. Finalist video. |
| 15:28-15:33 | A quick workout: Marketing works when it works its way to your heart. Suhana Gordhan, Executive Creative Director at FCB Joburg |
| 15:40-16:10 | INTERNATIONAL SPEAKER Seven new rules for making marketing work. Patrick Collister, Author and Speaker. Live from London. |
| 16:10-16:25 | Awarding of bursaries and prizes. Khensani Nobanda/Dale Hefer |
| 16:30 | Conference Close. Online networking. |

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The IMC Conference 2020
Marketing Works. Work it.

Speakers

We are proud to welcome the following speakers



Fernando Machado

Global Chief Marketing Officer –
Burger King



Patrick Collister

Author and Speaker



Suhana Gordhan

Creative Director –
FCB Joburg



Fahmeeda Cassim-Surtee

CEO – DSTv Media Sales



Andy Rice

Speaker. Writer. Strategist.



Pepe Marais

Group Chief Creative Officer –
Joe Public United



Khensani Nobanda

Group Executive Marketing and
Corporate Affairs – Nedbank



Alistair King

Co-founder / CCO – King James Group



Mzamo Masito

CMO – Google Africa



Mathe Okaba

CEO – Association for Communication
and Advertising



Zumi Njongwe

Consumer Communication and
Marketing Excellence Director – Nestle



Neo Mashigo

Chief Creative Officer - M&C Saatchi



Andrea Quaye

Winner Marketing and Leadership
Innovation Award (Loeries 2019),
Jury President IAB Bookmark Awards



Nthabiseng Matshekga

Executive Head: Group Marketing –
Nedbank



Amanda Cromhout

CEO and Founder of Truth



Verusha Maharaj

Advertising & Marketing Lead –
Deloitte Consulting South Africa



Dale Hefer

CEO – IMC



Lee Naik

CEO – TransUnion Africa



Lee den Hond

CEO – Blue Plantinum Events,
Author/Speaker/Former Businesswoman of
the Year/Third SA woman to summit Everest

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Our Last Conference **in March 2019**

- 🔧 **Sold out six weeks in advance of the conference – over 650 delegates;**
- 🔧 **First ever IMC Bursaries awarded;**

“Exceptional”. Andy Rice

“The best conference I have ever attended”. Pearl Seopela

“Amazing”. Carol Taggart **“Brilliant”.** Sharon Keith

“Absolutely on point - from content to timing”. Catherine Dabbs

“Inspirational”. Mosidi Seretlo **“World Class”.** Prof. Elaine Rumboll

“You deserve a standing ovation”. Gillian Rightford

Review Paper
Nedbank IMC 2019
Marketing is Business™

Key Insights and Reflections from the 2019 Nedbank IMC Conference, themed **Marketing Gets Nak•d**



BY: DR. GENE VAN HEERDEN
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MCom Communication Management, University of Pretoria, South Africa
MEd Industrial Marketing, Luken University of Technology, Heerden



**DOWNLOAD
THE PAPER BY
DR GENE VAN
HEERDEN**



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Thank You to **Our Sponsors**

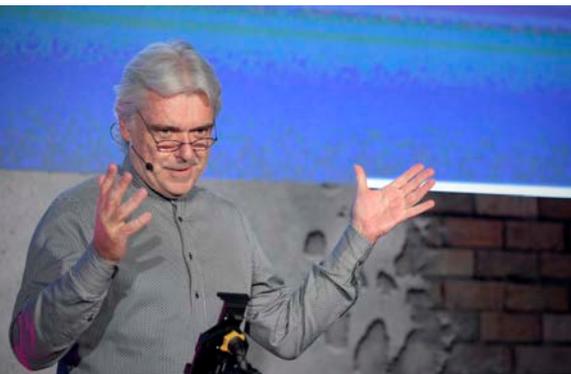


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