

| TIME | AGENDA |
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| | 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 consumers 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 Platinum Events/ Author/Speaker/Former Businesswoman of the Year/Third SA woman to summit Everest |
| 11:45 - 12:00 | Nextgen agencies. Making intelligent marketing work. Doug de Villiers, Africa Advertising, Marketing & Commerce Leader, Deloitte Consulting. |
| 12:01 - 12:06 | BREAK: Work it with some star jumps. Online networking. |
| 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 twenty 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 |
| 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. |