

Wednesday 22 November 2023

From	To	Item
08:30	09:00	Registration
09:00	09:05	Welcome
09:10	09:50	The State of Digital Marketing in South Africa Mike Souders - Digitlab
09:50	10:30	Pinning down a Digital Marketing Strategy Ines Roself-Ingram – Pine3 Marketing
10:30	11:10	Developing a winning Video Content Strategy Danilo Acquisto – Special Effects Media
11:10	11:30	Tea Break & Networking
11:30	12:10	Next Level SEO Anet van Staden – Shift ONE Digital
12:10	12:40	Lure the unicorn, don't chase it – Using performance marketing principles to build successful ROI campaigns. Ebert Grobler – Ruby Digital
12:40	13:15	Leveraging the power of LinkedIn for brand growth Nokuthula (Nox) Magwaza – Bloom Marketing
13:15	14:00	Lunch Break
14:00	14:35	Tactics for creative content Tiffany Markman – Trainer, Speaker, Writer
14:35	15:10	Virtual Reality in Digital Marketing Stanley Edwards
15:10	15:45	Augmented Reality in Digital Marketing Johan Walters – AugmentedCities.co
15:45	16:00	Closure

Thursday 23 November 2023

qqFrom	To	Item
08:30	09:00	Arrival Coffee / Tea – Remember your conference name badge for access.
09:00	09:05	Welcome
09:10	09:50	Marketing Automation 101 Ines Rosef-Ingrim – Pine3 Marketing
09:50	10:20	Top Tips for Digital Marketing Odette Butcher – Marketing Trainer
10:20	11:10	The rise of podcasting in the new area of sustainable marketing Jon Savage – Podcaster
11:10	11:30	Tea Break & Networking
11:30	12:10	Navigating the digital media ecosystem in South Africa Amanda Louw Bester – Pragmattica Consulting
12:10	12:40	The Surge of Creator Commerce Chantelle Herbst - Humanz
12:40	13:10	Data Insights made easy and useful Igsaan Salie - Appy
13:15	14:00	Lunch
14:00	14:35	Legal and Ethical Considerations: The Do's and Don'ts of Digital Marketing Nicolene Schoeman-Louw – Schoeman Law Inc
14:35	15:10	Brand Audit Anneri Louw – Barrk Marketing
15:10	15:45	Sales and Chat GTP Tim Keys – The Sales Institute
15:45	16:00	Closure & Departure