

Wednesday 20 November 2024

From	To	Item
08:30	09:00	Registration
09:00	09:05	Welcome
09:10	09:50	Marketing is Marketing – Digital is the vehicle Bruce Wade – Keynote Address
09:50	10:30	The State of Digital Marketing in South Africa Mike Sauders – CEO: Digitlab
10:30	11:10	YouTube101 for business - Developing a winning Video Content Strategy Danilo Acquisto – Special Effects Media
11:10	11:30	Tea Break & Networking
11:30	12:10	B2B Content Marketing Anet van Staden – Marketing Manager: Shift ONE Digital
12:10	12:40	Harnessing Immersive Marketing for Maximum ROI Johan Walters – AugmentedCities.co
12:40	13:15	AI-Powered Design: How AI is Shaping The Future UI/UX and Product Design Phillip Sebole Masango – CEO: Amani Creative Studios & Web3 Studio
13:15	14:00	Lunch Break
14:00	14:35	Maximizing SEO, Social Reach, and Revenue in Digital Marketing Matthew Page - Commercial Director: Ringier
14:35	15:10	Top Tips for Digital Marketing Odette Butcher – Marketing Trainer
15:10	15:45	Creative Thinking for Digital Marketers Kyle Jantjies – Keynote Speaker
15:45	16:00	Closure

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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	Creativity as a Business Asset Jordan Major - Strategy lead for culture and innovation: RAPT Creative
09:50	10:20	Buyer Hacking in a digital world Diane Lindemann – The Elevation Coach
10:20	11:10	Content Strategy Jessica Lotze – CEO: Barkk Marketing
11:10	11:30	Tea Break & Networking
11:30	12:10	Is SEO dead? Jonty Liebenberg - Head of Business Development: WOWW
12:10	12:40	Followers to Advocates: Building Brand Loyalty on Social Media Thams Pasiya - Marketing consultant
12:40	13:10	Digital Marketing Strategy Tips and Pointers Kyla Booyesen – Special Effects Media
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	Developing a business story bank Annie Olufuwa – Story'd
15:10	15:45	The next phase of media creators Pieter Groenewald – Group COO: Nfinity Influencer
15:45	16:00	Closure & Departure