

Dear Marketer

Attend the Digital Marketing Conference at Mount Nelson Hotel in Cape Town on 11 & 12 November 2026.

Boost your digital and online marketing efforts. Learn from 15+ industry experts over two days. The content is aimed at helping you unlock the full potential of your digital marketing strategy. Whether you're a seasoned marketing professional or just starting your online marketing journey, this conference offers a dynamic platform to network, learn, and gain a competitive edge in the digital marketing. Don't miss this opportunity to elevate your marketing game.

The Cape Town agenda is attached. The Pretoria agenda will be out soon. **Book at** www.digitalconference.co.za

We look forward to seeing you there.

CADEK Media Team
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Digital Marketing Conference

Preliminary Programme

Please note: We reserve the right to make changes to the programme and speaker line-up without prior notice. The final programme will be distributed to registered delegates at registration.

Wednesday 11 November 2026

From	To	Item
08:30	09:00	Registration
09:00	09:05	Welcome
09:10	09:50	Will Marketers Survive the Tech Revolution? Per Ostberg – Keynote Speaker & Futurist
09:50	10:30	The State of Digital Marketing in South Africa Mike Sauders – CEO: Digitlab
10:30	11:10	Connected Growth: Why brand, performance and customer strategy must become one discipline Chelsea-Summer Lodewyk – Strategy Director: Digitas, Publicis Groupe Africa
11:10	11:30	Tea Break & Networking
11:30	12:10	What makes a brand story believable – a digital marketing perspective Finola Quarsingh - Head of Marketing: Sanlam Alternative Investments
12:10	12:40	Digital Marketing Strategy and Content Design Thamsanqa Pasiya – Elyvant
12:40	13:15	Social content for your feed and AI answers Jessica Lotze – Founder: Barrk Marketing
13:15	14:00	Lunch Break
14:00	15:00	The Campaign Ends. The Customer Doesn't. Kishal Mahabeer - Customer Success Manager, Chat Inc
15:00	15:30	Reserved slot To be announced at conference
15:30	16:00	Legal Update: Direct Marketing Robyn Shepherd is a Director at SchoemanLaw Inc
15:45	16:00	Closure

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Thursday 12 November 2026

From	To	Item
08:30	09:00	Arrival Coffee / Tea – Remember your name badge for access.
09:00	09:05	Welcome
09:10	09:50	Beyond the trend: Seeing What is Next in Marketing Trends Charlotte Kemp - Futurist
09:50	10:20	B2B Online Marketing to Social Selling Anneri van Wyk – Barkk Marketing
10:20	11:10	Understand your audience Sean Johnstone - QuestionPro
11:10	11:30	Tea Break & Networking
11:30	12:10	Stop Playing It Safe – Why Digital Marketing Needs an Edge Murray Turner – Founder: Antistable Systems
12:10	12:40	Winning Attention Through Play Glenn Gillis – CEO: Sea Monster
12:40	13:10	The Creator Brief Is Broken: How Brands Can Get Better Work From Creators Philippa McCann Davies is the CEO & Founder of People Have Influence (P.H.I)
13:15	14:00	Lunch
14:00	14:35	Your Digital Marketing Is Working. So Where Are the Sales? JG Bezuidenhout - Global Head of Offernet Advisory and Co-Founder of Offernet
14:35	15:10	Brand building in a digital world: The Human Advantage in a Machine-Readable World Natalie Druion: Executive Head of Conversations: Digital, Content, PR
15:10	15:45	Reserved slot To be announced at conference
15:45	16:00	Closure & Departure

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