

Dear Marketer

Attend the Digital Marketing Conference in Pretoria on 3 December 2026.

Boost your digital and online marketing efforts. Learn from 8+ digital marketing professionals during this full-day conference. 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 company's online marketing journey, this conference offers a dynamic platform to network, learn, and gain a competitive edge in digital marketing. Don't miss this opportunity to elevate your marketing game.

The conference is supported by QuestionPro, a leading experience management and survey platform with over 5.3 million users in 100 countries. They will show marketers how to best understand their audiences, test campaigns, refine messaging and prove impact with confidence.

The Pretoria agenda is attached.
Book your seat at www.digitalconference.co.za

We look forward to seeing you there.

CADEK Media Team
Organisers: Digital Marketing Conference
Tel: 021 854 4700 or 082 376 5620 E-mail: info@cadek.co.za

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.

Thursday 3 December 2026

From	To	Item
08:00	08:30	Registration
08:30	08:35	Welcome
08:35	09:15	The State of Digital Marketing in South Africa Mike Saunders – CEO: Digitlab
09:15	09:50	AI in Digital Marketing: Stop Using AI Just for Content Irma Karsten – The Training Group
09:50	10:25	Connected Growth: Why brand, performance and customer strategy must become one discipline Chelsea-Summer Lodewyk – Strategy Director: Digitas, Publicis Groupe Africa
10:25	11:10	Brand building in a digital world: The Human Advantage in a Machine-Readable World Natalie Druion: Executive Head of Conversations: Digital, Content, PR
11:10	11:30	Tea Break & Networking
11:30	12:05	Your Digital Marketing Is Working. So Where Are the Sales? JG Bezuidenhout - Global Head of Offernet Advisory and Co-Founder of Offernet
12:05	12:40	B2B Online Marketing to Social Selling Anneri van Wyk – Barkk Marketing
12:40	13:15	Understand your audience Sean Johnstone - QuestionPro
13:15	14:00	Lunch Break
14:00	14:30	Staying Visible in the Age of Artificial Intelligence (SEO vs GEO) Andries du Toit
14:30	15:00	Reserved slot To be announced at conference
15:00	15:30	Trademarks, Digital Marketing and Copyright Christiaan Steyn – STEYN IP
15:30	16:00	Closure