

MARKETING FORUM

Agenda/Programme
25 October 2024 (8am – 2pm)
The Maslow Hotel, Sandton

Frm	To	Item
07:30	08:00	Arrival & Registration
08:00	08:10	Welcome
08:10	08:40	Marketing & communication strategies & trends Casey Mantle – Head of Digital: Special Effects Media
08:40	09:10	Elevating your marketing, sales and negotiation game Yoke van Dam – CEO: Y-Connect
09:10	09:40	Bridging the Gap between influencers and marketers for effective influencer marketing Nicole Capper – GM South Africa: Humanz.ai
09:40	10:10	The content marketing strategy that will position you as Influencer in your industry Darryl Comley-White – CEO: Marketing Magnet
10:15	10:45	Tea Break
10:45	11:15	Digital Marketing Social Media Content Creation Boitumelo Ramatlhape – Special Effects Media
11:15	11:45	AI and Data Driven Marketing Mike Saunders – CEO: Digittab
11:45	12:15	Is performance marketing killing brand building? Katlego Mahura – CEO: Idea Engineers
12:15	12:45	AI in Marketing – Confront the fear of the unknown Darren Morris – CEO: Lucky Hustle
12:45	13:00	Closure Kim Vermaak – MC
13:00	14:00	Networking Lunch
14:00	15:00	Departure

Please note: We reserve the right to make changes to the programme and line-up without prior notice.
Organiser: CADEK Media – Tel: 021 854 4700 – info@cadek.co.za