

# MARKETING FORUM

Agenda/Programme  
28 Augustus 2025 (9am – 4pm)  
The Maslow Hotel, Sandton

Frm	To	Item
08:30	09:00	Arrival & Registration
09:00	09:10	Welcome
09:10	09:40	<b>The Invisible Work That Makes Marketing Work</b> Larry Hodes – Business Coach, Leadership Facilitator
09:40	10:10	<b>AI Prompting for Marketers: How to talk to AI so it talks authentic like you</b> Tiffany Markman – Trainer, Speaker, Writer
10:10	10:40	<b>Effective influencer marketing: Start with why</b> Tanisha Katowa: Senior Campaign Manager at Humanz SA
10:40	11:10	<b>Storytelling in the digital future of marketing</b> Annie Olufuwa – Story'd Consultancy
11:15	11:30	Tea Break
11:30	12:00	<b>CASE STUDY: Strategy Reimagined</b> Lessons from Jaguar Land Rover's Radical, Risky, 'Reimagine' Strategy and Gap Year. Winston Nolan – Senior Sales Architect – LRMG Sales Corporation
12:00	12:30	<b>AI and Data Driven Marketing</b> Mike Saunders – CEO: Digitlab
12:30	13:00	<b>Beyond Blue Ocean: Become a Category of One. Cut through the Brand Blur. Claim your edge.</b> Jacques de Villiers: Author and Marketing Coach
13:00	14:00	Networking Lunch
14:00	14:30	<b>AI in Marketing – Confront the fear of the unknown</b> Shaquil Mohamed – Marketing strategist, Entrepreneur and Performance Coach
14:30	15:00	<b>The 90-Day Marketing Plan Mini Workshop</b> All delegated to participate
15:00	15:30	<b>Non-Negotiables for Effective Marketing in 2025</b> Casey Mantle – Head of Digital: Special Effects Media
15:30	16:00	Closure & Departure

**Please note:** We reserve the right to make changes to the programme and line-up without prior notice.  
Registered delegates will receive a printed copy of the detailed final programme  
at registration at the venue.

**Organiser:** CADEK Media – Tel: 021 854 4700 – Contact: Chris de Klerk – [info@cadek.co.za](mailto:info@cadek.co.za)