

MARKETING FORUM

Agenda/Programme
4 September 2025 (9am – 4pm)
The Pearls Hotel, Umhlanga -Durban

Frm	To	Item
08:30	09:00	Arrival & Registration
09:00	09:10	Welcome
09:10	09:40	AI and Data Driven Marketing Mike Saunders – CEO: Digitlab
09:40	10:10	Fundamentals for Successful Marketing Trevor Clark – Action Coach
10:10	10:40	The Invisible Work That Makes Marketing Work Larry Hodes – Business Coach, Leadership Facilitator
10:40	11:10	Non-Negotiables for Effective Marketing in 2025 Casey Mantle – Head of Digital: Special Effects Media
11:15	11:30	Tea Break
11:30	12:00	CASE STUDY: Strategy Reimagined 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	From Trends to Traction: Brand Strategy Principles That Drive Growth Simon Granger
12:30	13:00	Grow your brand with the power of video Mawanda Maphumulo
13:00	14:00	Networking Lunch
14:00	14:30	Maximising Marketing Impact with Limited Resources: Level the Playing Field with AI Ann Druve
14:30	15:00	Storytelling in the digital future Annie Olufuwa – Story’d Consultancy
15:00	15:30	Built to Bloom: Practical Branding Strategies for Sustainable Business Growth Nox Magwaza – Founder of Bloom Marketing & Bloom Inside Out
15:30	16:00	Closure & 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