

## Day 1

Start at 9am daily – finishes at +/- 1pm daily

From	To	Item
09:00	09:05	Welcome
09:05	09:30	<b>Ways to grow your business in the new normal of COVID-19</b> Dylan Kohlstadt – Founder & CEO: ShiftOne Digital
09:30	10:00	<b>Humancentric Marketing Age: Marketing in the Fourth Industrial Revolution</b> Mike Saunders – CEO Founder: Digilab
10:00	10:15	<b>Your next 12 week cycle: 3 Marketing approaches to generate new sales</b> Ted Frazer – Head of Marketing Seeff & Business Growth Coach
10:15	10:30	Comfort Break (15m)
10:30	11:05	<b>Brand Engagement in a Jaded World</b> Barry Tuck – Chief Strategy Officer: SwiftX
11:05	11:35	<b>Interview with SA Marketers</b> Ted Frazer – Head of Marketing Seeff & Business Growth Coach Anna Greenfield – Marketing Manager: Veldskoen.co.za Interviewed by: Dylan Kohlstadt
11:35	11:45	Comfort Break (10m)
11:45	12:15	<b>Digital video is taking over the world of branding - how to keep up.</b> Danilo Acquisto – CEO: Special Effects Media South Africa
12:15	12:35	<b>Augmented Reality Toolkit for Digital Marketers</b> Johan Walters - Digital Marketing & Augmented Reality Consultant
12:35		Closure

## Day 2

Start at 9am daily – finishes at +/- 1pm daily

From	To	Item
09:00	09:05	Welcome
09:05	09:30	<b>Trends in Digital Marketing</b> Charlotte Kemp, Futurist & Keynote Speaker
09:30	10:00	<b>Marketing Budget Considerations</b> Nanga Ntsume Founder and Managing Director: Luna Digital
10:00	10:30	<b>Building a new brand from ground zero</b> Simone Musgrave – Founder & CEO: Musgrave Spirits
10:30	11:00	<b>Email Marketing</b> Dylan Kohlstadt – MD: ShiftOne Digital
11:00	11:15	Comfort Break (15m)
11:15	11:30	<b>Email Marketing, Branding &amp; Selling Online (Case Study)</b> Nick Dryer – MD: Dorp Agency
11:30	11:50	<b>Interview with SA Marketers</b> Simone Musgrave – Owner: Musgrave Spirits Ally Petersen – Head of Marketing: CrocsSA Interviewed by: Dylan Kohlstadt
11:50	12:30	<b>The Art of Social Media Content Creation</b> Jessica Barrella – Founder & Owner: Barrk Marketing
12:30	12:55	<b>Lead Magnets 101 - How to create Lead Magnets that get results</b> Winston Nolan – Author & Sales Trainer
12:55	13:00	Closure

Thank you for attending