

MARKETING INDABA

Supported by: **WebEngage**

24 & 25 May 2023
CTICC, Cape Town



AGENDA

Wed 24 May 2023	Thurs 25 May 2023
<p>08:30 – 09:00</p> <p>Registration at Venue</p> <p>09:00 – 16:00</p> <p>Media campaign data, data analysis, key metrics, agile media strategies Dr Jaco Pienaar – CIO: Media Host Group</p> <p>The Rise of Precision Marketing Zafer Akyel - Director of Solutions Engineering & Architecture, EMEA: WebEngage</p> <p>The power of data-driven influencer marketing. Jason van der Merwe – Jason van der Merwe – Head of Scout</p> <p>Is your website working for your business? Afsana Khan – Founder & CEO: Endor By Design</p> <p>Events: Harnessing the euphoric power of music on a grand stage to create stickiness with customers Greg Walsh – Founder: G and G</p> <p>AI in Marketing Mike Saunders – Owner & Founder: Digittlab</p> <p>Audio Marketing: Impact of load shedding on media and the resilience of audio Charlie Wannell – Head of Marketing: Mediamark</p> <p>PR: How a fresh approach to PR can revitalise marketing efforts Samantha Hogg-Brandjes – GinjaNinja</p>	<p>08:30 – 09:00</p> <p>Arrival at Venue</p> <p>09:00 – 16:00</p> <p>Digital Consumer Trends Mongezi Mtati – RogerWilco</p> <p>How to prioritize your marketing investments Ines Rossef-Ingram – Founder: 3 Pine Marketing</p> <p>Chat Commerce: WhatsApp as part of the digital marketing strategy Michelle Matthee – Customer Success Manager: Chat Inc</p> <p>Brand Mapping and Target Marketing Thamsanqa Pasiya – Digital Marketing Academy</p> <p>DIY podcasting for brand promotion Jon Savage – Director: InBroadcasting</p> <p>Leveraging Creativity in Breakthrough Marketing Elizabeth Lee Ming heads up Marketing at Red & Yellow Creative School of Business</p> <p>Creating an experiential strategy for brand building Odette Butcher – Business Owner & Founder, Celestial Gift Experiences & eCommerce Virtual Services</p> <p>Brand Authenticity Audit: Customers buy from brands they trust - are you trustworthy? Jessica Lötze – Founder: Barrk Marketing</p> <p>Branding in the 4th Industrial Revolution Stefan Maritz - Head of Marketing: Blackbear</p>

Book online at www.marketingindaba.com

Please note: We reserve the right to make changes to the agenda / programme without notice. Delegates will receive a printed programme on arrival.

Marketing Indaba is organised and presented by: CADEK Media
Tel: +27 21 854 4700 – [See all upcoming events here](#)



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