

MARKETING INDABA

PROGRAMME

22 & 24 May 2024

CTICC, Cape Town



Wed 22 May 2024	Thurs 23 May 2024
08:30 – 09:00 Registration at Venue	08:30 – 09:00 Arrival at Venue
09:00 – 16:00	09:00 – 16:00
Is Your Company Really Customer-Centric: A Practical Approach Ted Frazer – Business Growth Coach	Disruptive Technologies Shaping The Future Of Media And Communication Andile April – Communications and Stakeholder Relationship Manager: Coega Development Corp
The story behind the story Bruce Wade – Keynote Speaker	Emerging Truths for Data-Driven Marketing and the use of Marktech Mike Saunders – Digittlab
The Imperative for Creativity in Business Jacques Burger – M&C Saatchi Group	Conversion Rate Optimization (CRO) for your website Odette Butcher – Founder: Celestial Gifts
Content marketing: Does it have a future in South Africa? Emma Odendaal – Dentsu Creative	How to bring personalisation into your marketing strategy Jessica Lotze – Barkk Marketing
Can influencer marketing humanise B2B customer experiences? Katlego Mahura – Idea Engineers	Customer Centric Marketing Compliance Nicolene Schoeman-Louw – Schoeman Law
AI Marketing, human flair and imagination Kerushan Govender – Blacfox	Email Marketing Ines Rosef-Ingram – Pine3 Marketing
Lead Generation from Marketing Anet van Staden – ShiftOne Digital	

Organised and presented by:



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Please Note: We reserve the right to make changes to the programme and speaker line-up without prior notice.