

# MARKETING INDABA

21 & 22 May 2025  
CTICC, Cape Town

**2 Full Days • 16+ Speakers**



Get ideas, tips and advice from marketing leaders and spark your strategy...

## Preliminary Agenda 2025

DAY 1 – 21 May 2025		DAY 2 – 22 May 2025	
08:30	Registration / Coffee / Tea	08:30	Arrival Coffee / Tea
09:00	Welcome	09:00	Welcome
09:10	The Future of Marketing (KS)	09:10	From the Kraal to You Tube (MB)
09:45	Your next customer will be a digital human – are you ready? (SH)	09:45	The art of selling on Social (AvW)
10:20	The state of marketing in South Africa – live insights from the room Speed networking discussion session	10:20	Creating short form video (SEM)
11:00	Tea Break	11:00	Tea Break
11:30	Building a data driven Marketing Strategy (MS)	11:30	Social Listening
12:05	Programmatic Advertising	12:05	Generative Engine Optimisation (SM)
12:40	<b>Panel:</b> Effective Advertising	12:40	AI tips for marketers
13:15	Lunch Break	13:15	Lunch Break
14:00	Target Market Development (ZM)	14:00	<b>Workshop:</b> Think Creatively and implement new tactics (KJ)
14:35	Influencing without authority (KM)	15:00	Branding (NM)
15:10	Experiential Marketing (BW)	15:30	<b>Panel:</b> Marketing Opportunities 2025
16:00	Closure of Day 1	16:00	End of Conference

*Please Note: We reserve the right to make changes to the programme without notice. The most updated programme will be distributed to registered delegates prior to and at the conference.*

**Last Updated: 9 April 2025**



Business  
Conferences

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