

BOOK NOW!

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 Koyal Singh (Migration)	09:10	Digital Marketing Landscape in SA Danilo Acquisto (Special Effects Media)
09:40	Your next customer will be a digital human – are you ready? Steven Hall (Brand Avatar)	09:40	The art of selling on Social Anneri van Wyk (Barrk Marketing)
10:10	AI tips for marketers Gaurav Sharma (L&G Consultants)	10:10	How to create meaningful PR that media love to publish Bradley Howland (Alkemi Collective)
10:40	The state of marketing in South Africa – live insights from the room	10:40	Driving ROI through consistent influencer marketing and empowered creators in South Africa Lindokuhle Mkhize (StyleID.africa)
11:10	Tea Break	11:10	Tea Break
11:30	Building a data driven Marketing Strategy Mike Saunders (Digitlab)	11:30	Marketing Leadership: Get into the Arena Neo Lekgabo (Trina Marketing)
12:05	Programmatic Advertising Dean Lurie (Google Ads Coach)	12:05	Generative Engine Optimisation Syldrey Mombo (11 th House)
12:40	Panel: Effective Advertising With Michael Midgley, Irana Vlad, Dean Lurie and Sitecore	12:40	AI Marketing Tools for Business Rucien Petersen (Spottmedia)



Business
Conferences

Marketing Indaba Conference is owned and organised by: **CADEK Media CC**
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13:15	Lunch Break	13:15	Lunch Break
14:00	Target Market Development Zama Mlanjana (Cullinan Holdings)	14:00	Legal considerations for Marketing Nicolene Schoeman Louw (Schoeman Law)
14:30	Scale your revenue without spending more on Ads Michael Harf (Syte)	14:30	Think Creatively and implement new tactics Kyle Jantjies (Creativity Coach)
15:00	Smart Marketing & Sales Mastery Mike Handcock & Landi Jack (CoE)	15:00	Built to Bloom: Practical Branding Strategies for Sustainable Business Growth Nox Magwaza (Bloom Marketing)
15:30	Experiential Marketing Bruce Wade (EM Solutions)	15:30	Panel: Marketing Opportunities 2025 With Guy Lundy, Neo Lekgabo, Gaurav Sharma and Pat Mahlangu
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: 7 May 2025



Mike Saunders

Digitlab



Koyal Singh

Migration



Nox Magwaza

Bloom Marketing



Bruce Wade

Keynote Speaker



Nicolene Schoeman-Louw

Schoeman Law



Steven Hall

Brand Avatar



Kyle Jantjies

Creativity Coach



Anneri van Wyk

Barrk Marketing



Syldrey Mombo

11th House



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Zama Mlanjana

Cullinan Holdings



Neo Lekgabo

Trina Marketing

View the full list of speakers at www.marketingindaba.com