

MARKETING INDABA

PROGRAMME CAPE TOWN 2025

Wed 21 May & Thurs 22 May 2025

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08:30		Registration / Coffee / Tea
09:00		Welcome
09:10	 <p>E-mail: koyal@ migrationcreates.com</p>	<p>The Future of Marketing Koyal Singh – Partner at Migration</p> <p>The future of marketing is being shaped by rapid shifts in technology, consumer behaviour, and data-driven decision-making. In this session, we'll explore the top trends in marketing that helps brands connect with audiences. We'll also unpack the important factors in building long-term customer trust. Attendees will gain forward-thinking insights paired with practical actions to future-proof their marketing efforts.</p> <p>Koyal Singh is a strategist, creative director, and partner at Migration - a strategy and creative studio that grows world-class businesses. With a decade of experience across global markets, Koyal brings a unique perspective to the intersection of creativity and strategy. She works with teams, and organisations on how to tell better stories, build a meaningful brand, and uses strategic creativity as a powerful force for connection and change.</p>
09:40	 <p>E-mail: steven@uzi.media</p>	<p>Your next customer will be a digital human – are you ready? Steven Hall (Brand Avatar)</p> <p>Marketing has long focused on Millennials, Gen Z, and Gen Alpha — but the next customer might not be human at all. In this provocative session, Steven Hall teams up with an AI-powered digital human to explore the rise of digital entities as both influencers and potential consumers. Audiences will trace the evolution of digital humans from sci-fi novelties to today's AI assistants, virtual influencers, and autonomous agents. With real examples and engaging on-stage interaction, the talk challenges brands to rethink how they design products, experiences, and campaigns. It also raises key ethical and strategic questions as AI-driven entities gain agency and influence. Attendees will walk away with practical insights into marketing in a future where human and digital customers may coexist.</p> <p>With over 25 years of experience across design, directing, writing, animation, and production, Steven has built a career blending artistry with technology. Early on, he recognised the power of digital humans—well before Hollywood made it mainstream—and spent more than a decade creating content for global giants like Microsoft, Dell, and the World Bank. In 2019, he founded Brand Avatar, a creative endeavour dedicated to humanising brand communication through avatars and digital people. A passionate advocate for blending artificial and human intelligence, Steven believes avatars are the future of meaningful communication—emotionally resonant, platform-agnostic, and metaverse-ready.</p>

<p>10:10</p>	 <p>E-mail: gaurav.sharma@ lng-consultancy.com</p>	<p>Applying AI practically across three key areas of marketing. Gaurav Sharma (L&G Consultants)</p> <p>In today's fast-moving landscape, customers expect seamless, personalized experiences — instantly and everywhere. This session explores how AI is transforming marketing by enabling one-to-one personalization at scale, real-time omnichannel engagement, and intelligent automation. We'll break down how behavioral and contextual data fuels tailored content delivery across web, mobile, email, and even in-person touchpoints.</p> <p>You'll gain practical insight into how AI tools like ChatGPT, predictive analytics platforms, AI CRMs, and enterprise systems such as Sitecore are already being used across industries including retail, tourism, finance, media, and education. From automated lead nurturing to dynamic campaign optimization, you'll leave with real-world strategies to modernize your marketing and deliver measurable impact — fast.</p>
<p>10:40</p>	 <p>E-mail: annie@getstoryd.com</p>	<p>Storytelling in the digital future – where are we heading? Annie Olufuwa – Story'd Consultancy</p> <p>In today's fast-changing digital world, storytelling remains one of the most powerful ways to connect with audiences. This high-impact talk will help marketers stay ahead of the curve by exploring exciting future trends in storytelling. Delegates will gain insights into the rise of AI-generated story content and learn practical, inspiring ways in its use for building emotionally resonant brands.</p> <p>Annie Olufuwa is an expert in business development through storytelling and youth development through education. Her 20+ years of experience in the communications space include being an award-winning writer, university lecturer, and corporate trainer. She currently runs Story'd, a consultancy specialising in storytelling for business. Active on four continents, Story'd helps companies strategise for growth and powerfully express their brand.</p>
<p>11:10</p>		<p>Tea Break</p>
<p>11:30</p>	 <p>E-mail: mike@digitlab.co.za</p>	<p>Building a data driven Marketing Strategy Mike Saunders (Digitlab)</p> <p>In today's competitive landscape, gut instinct isn't enough — smart marketing decisions must be grounded in data. This session will unpack the key steps to building a truly data-driven marketing strategy that delivers measurable impact. From defining clear KPIs and selecting the right analytics tools to leveraging customer insights for campaign optimization, you'll learn how to connect data to every stage of the marketing funnel. Real-world examples will show how brands are turning raw data into powerful strategies for growth, personalization, and ROI. Whether you're starting from scratch or refining your existing approach, this talk will equip you with practical frameworks to turn information into action.</p> <p>Mike Saunders is widely respected as an expert in the digital marketing field and is an experienced and powerful presenter bringing over 10 years of digital business experience to the stage. Mike is the owner and founder of Durban based digital marketing agency, Digitlab.</p>

12:00



E-mail:
deanlurie5@gmail.com

Advertising: The 95/5 Dilemma in Digital Ads

Dean Lurie – Freelance Google Ads Specialist & Coach
Founder of The Digital Marketing Dean

In today's hyper-competitive digital landscape, only 5% of your B2B audience is actively in-market for your solution at any given time — yet the remaining 95% holds the key to your future pipeline. This session unpacks how to strike the perfect balance between capturing ready-to-buy prospects and cultivating long-term brand preference among those who aren't looking (yet). Learn how to build full-funnel B2B ad strategies across Google Ads, programmatic, and Meta platforms. You'll discover how to create demand before it exists, capture it the moment it surfaces, and accelerate it through the buyer journey.

With a Master's in Digital Marketing from Rutgers Business School, and hands-on experience managing multi-million Rand budgets across global brands like Ultra Music Festival, BMW, MINI, Ford, and Total Energies, Dean Lurie brings a thoughtful mix of big-agency exposure and independent consulting know-how. His journey has spanned e-commerce, lead generation, and brand campaigns. He has worked across Google's full suite of products, including Search, Demand Gen, YouTube, and Performance Max. Today, through his freelance business, Dean supports businesses and marketers with Google Ads strategy, coaching, audits, and ongoing campaign management. Today, Dean will share practical insights and lessons learned from real-world examples. These insights and lessons are designed to help marketers navigate the evolving paid media landscape with greater clarity and confidence.

12:30

Panel: Effective Advertising

What makes advertising truly effective in a world where audiences are overwhelmed, ad budgets are under pressure, and attention is the ultimate currency? Our panel brings together industry leaders, creative strategists, and media experts to unpack what's working — and what's not — in today's advertising landscape.



Koyal Singh
Migration



Dean Lurie
The Digital Marketing Dean



Irina Vlad
Ivie Media



Amit Varghese
Sitecore

Koyal Singh (Migration): Koyal is a strategist, creative director, and partner at Migration. With a decade of experience across global markets, Koyal brings a unique perspective to the intersection of creativity and strategy.

Dean Lurie (The Digital Marketing Dean): Dean Lurie brings a thoughtful mix of big-agency exposure and independent consulting know-how. He has experience in lead generation and brand campaigns. He has worked across Google's full suite of products, including Search, Demand Gen, YouTube, and Performance Max. He is an expert in ongoing campaign management.

Irina Vlad (Ivie Media): Irina is the MD of Ivie Media, where growth and innovation are the keystones of the agency's media strategy. She has spearheaded initiatives that leverage data analytics to enhance brand visibility through highly targeted advertising campaigns. She has built strong client partnerships and successfully executing media buying strategies for both SMEs and large corporations.




Amit Varghese (Sitecore): Amit is a seasoned enterprise technology advisor with extensive experience in driving digital transformation. With a deep understanding of customer experience platforms and marketing technology, he has guided large enterprises through complex digital journeys, aligning technology solutions with strategic business goals.



13:10	Lunch Break
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14:00	 <p>E-mail: zama@unwritten.co.za</p>	<p>Target Market Development Zama Mlanjana - Director of Digital Strategy for Cullinan Holdings</p> <p><i>Unlock the secrets to building a powerful brand presence and driving measurable results in today's dynamic digital world.</i> In today's crowded marketplace, understanding your target audience is crucial for success. In this session, I'll dive deep into the art and science of target market development. You will learn how to identify, analyse, and connect with ideal customers through advanced segmentation and personalized marketing techniques.</p> <p>Zama Mlanjana is a marketing expert with 13 years of digital marketing experience. She developed successful brand strategies and led creative teams and ad partners across various e-Commerce and marketing departments within the retail sector. From working as the eComm Lead at Timberland SA (2015), Performance Marketing Manager at Mr. Price (2020), Online Trading Manager at TFG and now serving in the tourism sector as Director of Digital Strategy for Cullinan Holdings. She loves debunking customer-myths with real factual data extracted from marketing insights tools like SimilarWeb, Google Trends, SemRush etc.</p>
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14:30	 <p>E-mail: kbjantjies@gmail.com</p>	<p>Think Creatively and implement new tactics Kyle Jantjies - Creativity Coach and Keynote Speaker</p> <p>We explore how innovative approaches can transform digital marketing strategies, helping brands break through noise and reach audiences more effectively. In this talk, we'll dive into techniques for fostering creativity, practical tools for generating fresh ideas, and ways to apply creative thinking to real-world marketing challenges.</p> <p>Kyle is a self-published author from Mitchells Plain on the Cape Flats. He is a biologist, former teacher and published author of 14 fantasy novels. He is a professional speaker and writing coach who specializes in helping business leaders write books to ultimately attract higher-paying clients. He is a member of the Professional Speakers Association of South Africa and does keynotes on topics from goal setting to innovative storytelling and marketing. He believes that a book is the ultimate business card for scaling and success.</p>
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15:00	 <p>E-mail: mdh@circleofexcellence.biz</p>	<p>Smart Marketing: What 90% of Marketing Pros Get Wrong About Growth—And How to Fix It Mike Handcock & Landi Jac – Founders: Circle of Excellence</p> <p>Google is basically dead... it's like a bleeding wildebeest about to be consumed by the AI hyena, led by the all-powerful new predator in the world. Join Mike Handcock and Landi Jac where they will share: 1) Who is the new King of the Jungle in marketing in 2025, 2) What are the next big things and they are already occupying desks at your company, 3) How to create a Money Train for your company that runs regardless of what politicians are doing globally.</p> <p>This talk will give you Global perspective from two people who have worked in more than 50 countries and are at the forefront of their game working with some of the world's best marketing organisations and bringing what they are doing to South Africa.</p>
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08:30		Arrival Coffee / Tea
09:00		Welcome
09:10	 <p>E-mail: danilo@ speceffectmedia.co.za</p>	<p>Digital Marketing Landscape in SA Danilo Acquisto – CEO: Special Effects Media</p> <p>South Africa's digital marketing landscape is evolving fast — shaped by shifting consumer behaviour, large mobile penetration, and a diverse, dynamic market. In this session, we'll explore the current state of digital marketing in South Africa, highlighting key trends, platform performance, and what's driving ROI across industries. We'll also unpack the unique challenges that local marketers face through real-world insights and up-to-date facts. Delegates will gain a clear view of where the digital landscape is heading and how to position their strategies for success.</p> <p>Danilo Acquisto is a presenter, a radio show host and the CEO of Special Effects Media South Africa. He started his career at Television as a presenter on Hectic Nine-9 and then Afternoon Express on SABC3. He soon branched out into the role of producer until he took the offer of co-founding Special Effects Media South Africa and have been building and running this first of a kind business for many years now. He also host the top 40 chart show on Good Hope FM.</p>
09:40	 <p>E-mail: anneri@ barrkmarketing.com</p>	<p>The art of selling on Social Anneri van Wyk - Marketing Manager: Barrk Marketing</p> <p>Social media isn't just for likes and shares—it's a sales powerhouse when used strategically. In this session, Anneri will break down best practice of selling on platforms like LinkedIn, Instagram, and Facebook, showing how businesses can build trust, spark conversations, and drive conversions without feeling "salesy." Expect actionable insights on crafting compelling content, leveraging DMs for relationship-building, and using social proof to turn engagement into real revenue.</p> <p>Anneri plays a pivotal role within Barrk Marketing as the Team Leader and Outsourced Marketing Manager, while also holding a key position on the company's Strategic Council. Leading a team of skilled content creators and managing a diverse clientele. Anneri excels in merging creative inspiration with strategic insight. This dynamic approach equips her team to deliver cutting-edge marketing solutions and strategies for clients.</p>
10:10	 <p>E-mail: bradley@alkemi.global</p>	<p>How to create meaningful PR that media love to publish Bradley Howland – CEO: Alkemi Collective</p> <p>In a world where attention spans are short and media platforms are flooded with pitches, PR professionals can no longer rely on traditional tactics alone. Bradly Howland, CEO of the multi-award-winning Alkemi Collective, shares a future fit approach to crafting Public Relations strategies that actually capture media interest and get published.</p> <p>This session will unpack what today's journalists, editors, and producers are really looking for in a story (hint: it's not just your press release). From understanding the data-driven demands of newsrooms to creating culturally relevant narratives, Bradly will show how to evolve your PR game for impact and influence.</p>

10:40	 <p>E-mail: lindo@styleid.africa</p>	<p>Driving ROI through consistent influencer marketing and empowered creators in South Africa Lindokuhle Mkhize - Head of Business Development, Style ID Africa</p> <p>Consistent influencer marketing isn't just a trend — it's a strategic necessity for brands seeking long-term impact. In this data-rich session, we reveal how sustained influencer efforts drive measurable increases in brand awareness, credibility, and purchase intent. The session will demonstrate how an "always-on" approach to influencer marketing, paired with empowered creators, leads to stronger brand loyalty and higher ROI. Delegates will learn how to build synergistic partnerships, align campaigns with business goals, and track success using clear KPIs. The session offers practical strategies and insights to thrive in South Africa's evolving influencer marketing landscape.</p> <p>Lindokuhle Mkhize is the Head of Business Development at Style ID Africa, where she uses her 8+ years of experience in the tech and digital marketing sectors to grow businesses through innovative influencer marketing strategies. With a passion for identifying market opportunities and fostering long-term client relationships, Lindokuhle specialises in developing tailored solutions that meet the unique needs of African businesses.</p>
11:10		Tea Break
11:30	 <p>E-mail: neo@trinamarketing.co.za</p>	<p>Marketing Leadership: Get into the Arena Neo Lekgabo (Trina Marketing)</p> <p>The role of the Chief Marketing Officer is evolving and some would argue that it's one facing an existential crisis. With the new generation of marketing professionals the industry has seen - those who excel in communications, brand positioning and digital marketing - securing top leadership positions may be a struggle due to a perceived lack of commercial acumen. The path to becoming a CMO is increasingly being defined by creative prowess and recognition through awards rather than a deeper understanding of sales, consumer behaviour, and P&L matrices. The ability to drive commercial success and demonstrate financial impact remains crucial to get into the leadership arena.</p> <p>Neo Lekgabo is an award-winning Chartered Marketer and entrepreneur leading one of South Africa's premier MarTech and promotions agencies. With deep expertise in data analytics, advertising intelligence, competitor tracking, and programmatic media buying, Neo helps brands and agencies optimise campaigns, decode customer behaviour, and sharpen their competitive edge. Backed by a strong corporate background, he has held key marketing and sales roles at PCCW, MultiChoice Africa, SABC, Volkswagen of South Africa, and ABI. Neo's commercial acumen and industry reputation have made him a trusted figure in the marketing landscape, known for delivering measurable results and strategic insight. His work continues to shape how businesses approach data-driven marketing across the continent.</p>

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12:00	 <p>E-mail: Syldrey@11thhouse.co.za</p>	<p>Generative engine optimisation (GEO): The next big thing in digital marketing. Syldrey Mombo - Marketing Manager: 11th House Digital Marketing</p> <p>Generative Engine Optimisation (GEO) is revolutionising digital marketing, going beyond traditional SEO by prioritising user experience over keyword stuffing. Unlike conventional search engines, GEO leverages AI-powered platforms like Perplexity to deliver highly relevant results—from direct website recommendations to dynamic search suggestions. This session will explore how businesses, especially small and medium enterprises, can leverage GEO to enhance visibility and competitiveness. Attendees will learn actionable strategies to optimise their content for this emerging search paradigm.</p> <p>Syldrey Mombo is a specialist in SEO, marketing strategy, and data-driven growth. With a background in retail marketing, he is passionate about helping small and medium businesses compete effectively by optimising their digital presence, selecting the right marketing channels, and leveraging analytics for strategic decisions. He have successfully guided clients across diverse industries—from mining to tourism—in launching businesses, executing digital campaigns, and creating high-impact events. His expertise lies in transforming marketing strategies into measurable success for sustainable growth.</p>
12:30	 <p>E-mail: rucien@spottmedia.co.za</p>	<p>AI Marketing Tools for Business Rucien Petersen (Spottmedia)</p> <p>Artificial Intelligence is no longer a future concept — it's a present-day advantage. In this session, we'll explore how businesses of all sizes can harness AI marketing tools to work smarter, move faster, and drive better results. From automating content creation and personalizing customer journeys to predicting behaviour and optimizing campaigns, you'll discover practical tools that make a real difference.</p> <p>Rucien Petersen is a seasoned marketing professional with over 14 years of experience in both traditional and digital marketing. Holding a Diploma, Degree, and Honors in Brand Management, he has developed a deep understanding of comprehensive marketing strategies that drive business growth. In 2017, Rucien founded Spottmedia, a marketing agency born from extensive research, recognising that many business owners lack the time, knowledge and skills to execute effective marketing strategies. His dedication to continuous learning and business excellence led him to participate in the Small Business Academy Programme at Stellenbosch Business School, where he was named the 2024 Top Achiever for the year.</p>
13:00	Lunch Break	

<p>14:00</p>	 <p>E-mail: enquiries@ schoemanlaw.co.za</p>	<p>Legal considerations for Marketing Nicolene Schoeman-Louw - Managing Director: Schoeman Law Inc</p> <p>The world of marketing is more powerful — and more regulated — than ever. This session explores the key legal considerations every marketer needs to understand to stay compliant and protect their brand. From POPIA and consumer protection laws to advertising standards, IP rights, and disclosure rules, we'll unpack the legal frameworks that shape your campaigns. You'll gain practical guidance on avoiding costly mistakes, managing risk, and building trust with your audience. Whether you're in-house or agency-side, this talk is essential for navigating the legal side of marketing with confidence.</p> <p>Nicolene Schoeman – Louw founded Schoeman Law Inc in 2007 at the age of 24, and is now the Managing Director of the firm. She is an admitted Attorney of the High Court of South Africa, Conveyancer, Notary Public and Mediator; with a passion for entrepreneurs and helping them reach their most ambitious goals. She obtained her LLB degree cum laude and successfully completed her LLM degree (dissertation) in commercial law and B-BBEE, both at the University of the Free State. In addition, she obtained her postgraduate diploma in financial planning (CFP) at the University of Stellenbosch.</p>
<p>15:00</p>	 <p>E-mail: nox@ bloommarketing.co.za</p>	<p>Built to Bloom: Practical Branding Strategies for Sustainable Business Growth Nox Magwaza – Founder of Bloom Marketing & Bloom Inside Out</p> <p>In today's fast-moving, AI-disrupted marketplace, the strongest brands are not just seen; they are felt, trusted, and chosen. They bloom across platforms, channels, and people. In this powerful keynote, branding expert Nox Magwaza reveals how companies can unlock sustainable business growth by activating brands from the inside out; online and offline, with the help of their most valuable (and often overlooked) brand asset: their people. Whether you're marketing a product, leading a campaign, or shaping your customer experience, this talk will equip you to build a brand that's not just remembered, but chosen again and again. Because when your brand is built to bloom, your business is built to grow.</p> <p>Drawing from two decades of experience in brand building across FMCG, service, public sector, and entrepreneurial brands, Nox blends timeless brand principles with future-focused strategies including "how to integrate AI without losing the human touch". Nox is a serial entrepreneur, a seasoned marketing maven, who is passionate about developing and nurturing consumer and personal brands for growth. Her passion lies in developing brands and fostering brand growth for success.</p>

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15:30

Panel: Marketing Opportunities 2025 and beyond

As we wrap up the conference, our panel unpack the biggest marketing opportunities on the horizon for 2025 and beyond. From emerging technologies and shifting consumer behaviours to untapped markets and innovative brand strategies, our panellists will share bold predictions and practical insights. This is your chance to reflect on what's ahead, ask the big questions, and leave inspired with fresh ideas.



Guy Lundy
Spencer Stuart SA



Neo Lekgabo
Trina Marketing



Nox Magwaza
Bloom Marketing



Pat Mahlangu
Lerato Agency



Pierre Bousaleh
Sitecore

Guy Lundy (Spencer Stuart SA): Guy is a seasoned leadership consultant with a deep understanding of the consumer and financial services sectors. He is the South Africa Country Manager at Spencer Stuart, advising clients on executive talent and strategic leadership. He is a qualified futurist and scenario planner on future trends in South Africa and Africa. Guy is the author of two books on South Africa's future and is well recognised for his thought leadership. He was named one of South Africa's "Top 100 Thinkers" by *Business Day* in 2009.

Neo Lekgabo (Trina Marketing): Neo is an award-winning Chartered Marketer and entrepreneur leading one of South Africa's top MarTech and promotions agencies. With expertise in data analytics, programmatic media buying, and advertising intelligence, he helps brands decode customer behaviour and drive performance. Backed by senior roles at companies like MultiChoice, SABC, and Volkswagen SA, Neo is a trusted marketing leader known for delivering measurable, data-driven results.

Nox Magwaza (Bloom Marketing): With over 20 years of experience in building brands across FMCG, services, the public sector, and startups, Nox combines timeless brand principles with forward-thinking strategies—like integrating AI without losing the human touch. A seasoned marketing expert and serial entrepreneur, she's passionate about helping both consumer and personal brands grow. Her focus is always on nurturing brands for lasting success.

Pat Mahlangu (Lerato Agency): Pat is a seasoned marketing leader with expertise in brand development, PR, and digital marketing, and is the founder of Lerato Agency. He has lectured at the University of Johannesburg and Boston Media House and is passionate about youth empowerment, which led to the creation of the Top 16 Youth-Owned Brands Awards. Pat has served on several industry bodies, including IAB South Africa and AMASA, and contributes to academic and industry excellence through advisory roles. In 2023, he was recognized with multiple awards for his impact in marketing and entrepreneurship, including being named one of the Mail & Guardian's Top 200 Young South Africans.

Pierre Bousaleh (Sitecore): With over 15 years of experience in digital transformation across the GCC and EMEA regions, Pierre leads strategic partnerships at Sitecore. His expertise lies in aligning technology solutions with business objectives to drive customer engagement and growth. He is passionate about helping brands deliver personalized, seamless digital experiences that resonate with today's consumers.

16:00

Closing Remarks

Notes:

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.

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