

Marketing Indaba 2026

Preliminary Programme
22 & 23 April 2026 – CTICC, Cape Town

Wed 22 April 2026		Thurs 23 April 2026	
08:30	Registration	08:30	Arrival / Coffee / Tea
09:00	Welcome	09:00	Welcome
09:10	Applied AI for Performance Marketing – Driving Measurable Impact Gift Lubele – Auraa / Kudoti	09:10	The Search Revolution: Turning YouTube into a 24/7 B2B Lead Generation Engine. Danilo Acquisto – Special Effects Media
09:45	Marketing Playbook 2026. Top trends and opportunities Mike Saunders - Digitlab	09:45	Scroll to Showtime Anneri van Wyk – Barrk Marketing
10:20	Loyalty Programmes Amanda Cromhout – Truth Loyalty	10:20	Gamification Denny Mo - Playlabs
11:00	Tea Break	11:00	Tea Break
11:35	Branding – Time to Re-Brand or Amplify? Siphokazi Zungu – Red & Yellow	11:35	Experience Marketing: Performance beyond the clicks Kabelo Ncholo – Y-Brand
12:10	B2B Tactics Jessica Lotze – Barrk Marketing	12:10	Cold Email Marketing Hopewell Mkhize – Mumbo Leads
12:45	Creativity as a competitive advantage in modern marketing Nella Etkind - Special Effects Media	12:45	The power of marketing partnerships Zeenat Norton- Oxford Publishing
13:15	Lunch	13:15	Lunch
14:00	Influencers are the new Golden Thread of Marketing - Michael Cost, Head of Strategy and Client Development: Humanz	14:00	Panel: Traditional Media
14:35	Beyond the Metrics: The Human Side of Performance Marketing Kim Loorigh van Beeck - invicomm.agency	15:00	Panel: Product Design & Branding
15:10	Engineering High-Performing Marketing Content Henri Bam – revX		Panel continues
15:45	Closing Remarks	15:45	Closing Remarks
16:00	Afternoon Tea / Departure	16:00	Departure

Please note: We reserve the right to make changes to the programme without notice. Registered delegates will receive an updated programme on the Friday 17 April 2026 as well as a printed version at registration.

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