











MARKETING. CHALLENGE YOURSELF.

KEEP LEARNING. KEEP LEADING.

AGENDA

19 SEPTEMBER 2024 | In-Person **OR** Online.

 **Focus Rooms**

TIME	SPEAKER	COMPANY AND DESIGNATION	TOPIC
<p>7:00 – 8:00 REGISTRATION, SNACKS AND NETWORKING. Online delegates make sure you are on the 'challenge yourself' leaderboard!</p> <p>Thanks to our registration partner </p>			
8:15 – 8:25 10 mins	 MC: DONOVAN GOLIATH	Comedian/Content Creator/ Former Adman.	Conference opening - MC.
8:26 – 8:41 15 mins	 CELEBRITY OPENING SPEAKER: MILES KUBHEKA	Founder, Wakanda Food Accelerator.	Challenge yourself to think like an entrepreneur.
8:43 – 9:13 30 mins	 FRANK VAN DEN DRIEST INTERNATIONAL SPEAKER JOINING IN-PERSON	Founder, Institute for Real Growth.	How marketers can step up to drive more humanized growth.
9:15 – 9:30 15 mins	 ANA CARRAPICHANO	Founder and CEO of Mediology.	Challenge both ourselves and society with social behavioural change communication.
	 PROF ADEBAYO FAYOYIN	Expert/Adviser/Consultant – Strategic Communication, Advocacy and Social Change.	
9:32 – 9:52 20 mins	 JAN HUTTON INTERNATIONAL SPEAKER JOINING IN-PERSON	Global Marketing and Brand Leader. International Advisor and Speaker.	It's all about (to) change: The intersection of tech, data and creativity.
9:54 – 10:09 15 mins	 GLENN GILLIS	CEO and Co-founder, Sea Monster.	Challenging the marketing game plan: Building lasting brand engagement through gamification.
10:11 – 10:26 15 mins	 NOMSA CHABELI	Group Chief Executive Officer, SABC.	The C-Suite Challenge. How to get buy-in from the top.
<p>10:28 – 10:58 TEA AND NETWORKING. Online delegates can enjoy the 2023 Effie winner videos on the Event App.</p> <p></p>			
11:00 – 11:05 5 mins	 VUMILE MSWELI FIVE MINUTE CHALLENGE	Founder of Hesed Consulting.	See beyond the world of algorithms, technology, hashtags and followers. Prioritise human connection.
<p>In proud partnership with </p>			
11:07 – 11:22 15 mins	 SCOTT THWAITES INTERNATIONAL SPEAKER JOINING IN-PERSON	Founder, EDC squared.	Redefining influence: The power of everyday content.
11:24 – 11:39 15 mins	 MUSA KALENGA	Group Chief Executive Officer, Brave Group.	The Next 100 Years. In proud partnership with BRAVE GROUP

TIME

SPEAKER

COMPANY AND DESIGNATION

TOPIC

11:41 – 11:56

15 mins



DR. ALISTAIR MOKOENA

Country Director, Google South Africa/Author.

The challenge of self-mastery.

11:58 – 12:28

30 mins



MATTHEW BULL
INTERNATIONAL KEYNOTE

Founder, SoloUnion.

Creating a Creating Culture. The principles and processes that have transformed ABINBEV (SAB) and Kraft Heinz into two of the world's most innovative companies.

12:30 – 12:40

10 mins



MASEDA RATSHIKUNI

Executive Marketing & Communications, Nedbank Africa Regions.

How to fake it.

12:42 – 12:47

5 mins



THANDO HOPA
FIVE MINUTE CHALLENGE

Diversity Advocate, Writer, Speaker and Cultural leader at the World Economic Forum.

The challenge of embracing diversity as a mindset.

In proud partnership with



12:49 – 13:34

45 mins

LUNCH BREAK AND NETWORKING.

Online delegates can enjoy the 2023 Effie winner videos on the Event App.



OUTSIDE BROADCAST FROM THE VENUE WITH 702's **RELEBOGILE MABOTJA.**



13:36 – 13:41

5 mins



DR. JUSTIN COHEN
FIVE MINUTE CHALLENGE

International Speaker, Author and CEO.

How to open up to your full potential.

In proud partnership with



13:43 – 13:58

15 mins



MIKE SHARMAN

Founder and Chief Creative Officer, Retroviral.

Challenge yourself to Challenge AI. How to make it work for your marketing.



KHENSANI NOBANDA

Group Executive: Marketing and Corporate Affairs, Nedbank.



VAUGHAN CROESER

Vice President Marketing: The South African Breweries.

14:01 – 14:21

20 mins



IVAN MOROKE

CEO of Kantar South Africa.

How leaders challenge themselves.



GILLIAN RIGHTFORD
(Panel Facilitator)

Managing Director of Adtherapy. Founder of The School of Thought.

14:23 – 14:28

5 mins



SAFFRON BAGGALLAY
FIVE MINUTE CHALLENGE

Founder of the Personal Mastery Lab.

Marketers: Crack your audiences' code for more hits than misses.

In proud partnership with



14:30 – 14:45

15 mins



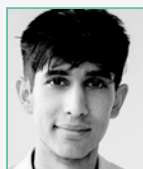
ELIZABETH LEE MING

Head of Marketing, Red & Yellow Creative School of Business.

Embrace Challenge! How Adversity can make us better Marketers.

14:47 – 15:02

15 mins



MARKO STAVROU

The Gen Z Guy and CEO, Stavrou Consulting.

Challenge yourself to think like Gen Z. How to sell more to tomorrow's customers.

15:04 – 15:34

30 mins

TEA AND NETWORKING.

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15:36 – 15:41

5 mins



PUNO SELESHO
FIVE MINUTE CHALLENGE

Poet, Performer and Communications Specialist.

Rebranding Africa from being the dark continent to the bright continent.

In proud partnership with



15:43 – 15:58

15 mins



FAITH POPCORN
GLOBAL ICON SPEAKER

Founder and CEO, Faith Popcorn's BrainReserve (FPBR).

Challenge yourself to meet the future forces.

16:00 – 16:20

20 mins



STEVE BABAENKO (CLOSING)
INTERNATIONAL SPEAKER
JOINING IN-PERSON

CEO / Chief Creative Officer X3M Ideas.

How to look challenges in the eye and stare them down to win.

16:22 – 16:27

5 mins



DALE HEFER

CEO, IMC.

Awarding of Prizes, Bursaries and Conference Close.



KHENSANI NOBANDA

Group Executive: Marketing and Corporate Affairs, Nedbank.

16:30 – 17:30

60 mins

JOIN US FOR A DRINK!

With thanks to



16:45 – 17:30

45 mins

CLOCKWORK

CLOCKWORK WORKSHOPS
(BY INVITE)

Two Clockwork Workshops.

Topics To Follow.

* This agenda may be subject to change due to issues beyond our control.