




# MARKETING. CHALLENGE YOURSELF.

KEEP LEARNING. KEEP LEADING.

## AGENDA

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

 **Focus Rooms**

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

**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



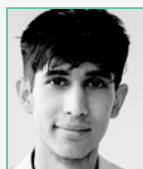
**ELIZABETH LEE MING**

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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**TIME**

**SPEAKER**

**COMPANY AND DESIGNATION**

**TOPIC**

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.