

Youth marketing conference from Generation Next

The inaugural 'Generation Next Youth Marketing Conference' will be held on 8 May 2015 in Sandton, on the morning of the annual Sunday Times Generation Next Awards.



The annual Sunday Times Generation Next Survey, in partnership with HDI Youth Marketeers, headline sponsor Proudly SA and partner loveLife, will guide marketers on what is considered to be 'cool' in the market that has an annual spending power of over R98bn per year.

"After over a decade of insights and results, the decision to incorporate a conference into the awards ceremony was the logical next step. The youth market remains an exciting hunting ground for savvy brands and the conference will guide marketers on how to navigate South Africa's fearless and brand-aware youth," said Trevor Ormerod, GM: Group Sales at Times Media.

The conference will host a wide variety of speakers discussing various effective youth engagement strategies, consumer habits, youth trends and much more.

"Proudly SA is indeed proud to be associated with the inaugural Generation Next Youth Conference. The youth and its purchasing power is an important consumer demographic. Therefore it is crucial for us to engage in activities that can create increased awareness (especially) around local products and services. We are confident that this conference will benefit everyone involved in marketing products and services to young consumers - as well as the youth themselves," said Proudly South Africa's CEO, Adv Leslie Sedibe.

Hosted by Anele Mdoda, the lineup for the Youth Marketing Conference will consist of:

- Jason Levin (MD at HDI Youth Marketeers) discusses findings from the Sunday Times Generation Next annual survey
- Pepsi Pokani (CEO Bonngoe TV) hosts a discussion with representatives of HDI's Junior Board of Directors.
- Converse, loveLife and KFC present case studies on their brands successes in the local market.

- DJ Euphonik talks personal branding and the increasingly important emphasis on it.
- Lazi Mathebula presents the big trends watch and what lies ahead for 2015.

For the first time, an interactive expo area incorporating brand activations will be showcased for all awards attendees. For more information, go to www.sundaytimesgennext.co.za.

For more, visit: <https://www.bizcommunity.com>