

The inaugural IMC Durban conference launches with a high calibre of industry leading speakers

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Nine renowned and prominent speakers are set to be featured at the IMC Durban Conference taking place from the 23rd - 24th March 2015 at the Southern Sun Elangeni and Maharani Hotel.

The [IMC Conferences](#) is pleased to announce that [Phat](#) has become a Silver Sponsor for the Durban Cape Town and Johannesburg Conferences. "Following our involvement in the 2014 Johannesburg IMC Conference and the remarkable synergy between us and the IMC Conferences, Phat Brand Activation has decided to again team up with IMC Conferences for 2015. We live our motto of "*nothing influences people like people*" and we attribute countless successes to the way in which we incorporate this in everyday media channels, including our two proprietary media channels, Living Media™ and Variable Media™," says Christopher de Bod, Director at Phat Brand Activation.

The [conference](#) includes a two-day event focused on applying various combinations of communication disciplines. *These speakers aim to unpack the conference theme - Building a Truly Integrated Marketing Ecosystem: Internal, Partnerships and External Delivery* by providing delegates with best-practiced techniques to create a truly integrated communication strategy.

Jaco van Zyl, Managing Director of IMC Conferences, says: "The ideas and expertise of our speakers at this conference allows for marketing practitioners' to access the latest insights, innovative ideas and first-hand, case-study exposure to the most innovative IMC trends that can be adopted in the marketing and communication strategies."



Discussing the **Internal** theme of the conference, which refers to both alignment to brand delivery and internal communications are Mike Silver, Managing Director of Stretch Experiential addressing **The Experiential Approach** and Sibonile Dube, Communications Director of South and Southern Africa, Unilever presenting on **Internal Marketing and Branding through positive association**.

The **Partners** theme in the marketing ecosystem will be conversed by Jonty Fisher, Managing Director and Strategy Director of Bletchley Park; he will be educating the delegates on how **aligning client-agency relationships can solve problems, not briefs**. Followed by Suhana Gordon, Creative Director of Net#work BBDO, she will be expanding on to **the marriage of true minds** and how to keep the love alive and build a new kind of relationship.

The **External** environment often dictates marketing trends and with digital infiltrating all aspects of our lives, Mike Sharman and Kirsty Sharman from Retro Viral & Retro Media look to unpack how online influencers are the billboards of 2015. Followed by Lani Carstens, Managing Director of John Brown Media SA who will be discussing content marketing and how creating a deeper connection with customers through authentic storytelling can lead to commercial success.

Avukile Mabombo, Brand Manager of Brandhouse will be speaking about **the 17h00 - 09h00 of marketing** and that a multi-dimensional ecosystem requires marketers to think in a multi-dimensional way.

Concluding the conference is Tom Manners, Managing Director of Clockwork Media, he will be providing delegates' with deep insights into how to take **content to commercialisation, especially since brands are** becoming more comfortable and confident within the digital space; marketers need to establish the true meaning of Return on Investment.

Apart of the IMC Conferences unique event format, the added value customised workshops also allows delegates the opportunity to pre-select 3 preferred workshops to attend on each conference day; workshop speakers will address key industry topics and provide insights to execute effective and integrated marketing strategies.

Ticket prices to attend is R4,250. For more information on the booking details, visit www.imcconference.com or call **(021) 180 4111**. Also connect with us on [Facebook](#) and [Twitter](#) to get the latest news.

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