

Final countdown (and lowdown) for the Integrated Marketing Communication Conference

Issued by [IMC Conference](#)

30 Sep 2014

This time next week, the Integrated Marketing Communication (IMC) Conference will be in full swing at The Maslow Hotel in Johannesburg, bringing a host of workshops, keynote speakers and relevant information from the marketing industry, making this one of the most anticipated marketing and communication conferences in the country.

With the final edition for 2014 taking place on the 6th and 7th October, the IMC Conference will be pulling out all the stops, ensuring delegates get a jam packed programme that will leave them with the right tools for the trade; including presentations from various marketing heavyweights that will cover various subjects such as:



- **Inside Out. Baking the Hollard brand cake** (HEIDI BRAUER - Hollard)
- **The Internal Customer - Why the employee is an ever-increasing consideration for effective brand communication?** (MIKE STOPFORTH -Cerebra)
- **Aligning client-agency relationships that solve problems, not briefs** (JONTY FISHER - Bletchley Park)
- **Building successful relationships in the creativity space** (SIZAKELE MARUTLULLE - We are Bob)
- **Content marketing: What's your story?** (LANI CARSTENS - John Brown Media)
- **The Experiential Approach** (MIKE SILVER - Stretch Experiential)
- **Orchestrating instead of Integrating: Why giving digital an equal weighting creates better results for your other channels** (ANDY GILDER - Machine)
- **The 17h00 - 09h00 of Marketing** (AVUKILE MABOMBO - Brandhouse)

Workshop hosts and topics include:

- Bletchley Park (**Closing brand performance gaps by getting to know your customer better**)
- VServ (**Your Most Valuable Customer Can Be Your Existing Customer**)
- Everlytic (**Prepare for POPI**)
- Platinum Seed (**Social CRM Workshop - A guide to building your army of brand advocates**)
- Clockwork Media (**A Social Future: Content to Commercialisation**)
- John Brown Media (**Is there a quantifiable ROI in the world of content marketing?**)
- Stretch Experiential (**How to write a brand activation/experiential marketing brief**)
- Phat (**Living Media™ and Variable Media™... The two Media Channels you never considered**)
- Halo (**What is creativity and why does it matter to marketers?**)
- NXT Digital (**Is the retail experience as we know it today real danger of being replaced completely by digital retailing? Or not?**)
- SAS Institute (**Change Management... The last thing on my marketing to-do list!**)
- Dentsu Aegis Network (**Are you smarter than a marketer?**)

Sponsors for the event include: VServ (Lead Sponsor) Phat (Silver Sponsors), Everlytic (Silver Sponsors), kulula.com (Travel Partner), Kilowatt (Technical Partner), ZA dot cities, as well as Oude Meester, Scheckter's Energy and ReVite.

For more information on how to register, visit our website or contact 021 180 4111. You can also join the conversation on Twitter and Facebook. -ENDS-

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