

The industry's most innovative and inspiring speakers are set for IMC Conference JHB edition

Issued by [IMC Conference](#)

16 Oct 2015

The IMC Conferences is proud to announce that its 5th annual conference will be returning to [Johannesburg](#) on 2 - 3 November at the the Vodaworld in Midrand.



Returning to the city of gold for what is recognised as the leading marketing and communication conference in South Africa. Jaco van Zyl, Managing Director of IMC Conferences, says: "We are excited to be hosting the conference in Johannesburg for the 5th time; we know that our new 2015 theme will benefit our delegates by exposing them to top industry leaders speaking on the most relevant communication disciplines and trends with actionable learning. The format of this conference allows delegates ample networking opportunities with top marketing professionals and peers alike."

This year's keynote speakers have been hand-picked by the IMC Conferences' Advisory Committee to improve the conference content and expose delegated to industry thought-leaders. Speakers will deliver first-hand case-studies on innovative IMC trends and share their most successful campaigns in order to give a practical view of how these techniques and tools are best implemented. The dynamic speaker line-up includes:



- **Graham Warsop** - Founder and Chairman - The Jupiter Drawing Room
- **Richard Mullins** - Managing Director for Middle East & Africa - Acceleration
- **Lynne Gordon** - Managing Director, Added Value
- The dual keynote presentation: **Yegs Ramiah** - Executive Head of Brands - Sanlam and Co- Founder and CEO of the King James Group - **James Barty**
- **Enzo Scarcella** - Chief Marketing Officer - Telkom
- **Aidan Baigrie** - Global Marketing Solutions - Facebook Africa
- **Lebogang Rasethaba** - Film Director - Arcade Content
- **Nikki Cockcroft** - Group Head of Online - Woolworths
- **Ahmed Tilly** - Executive Creative Director and CEO - Black River FC

The customised workshops which form part of the IMC Conferences unique event format and aligns with the conference's

overall theme and allows delegates the opportunity to pre-select three preferred workshops to attend on each conference day; workshop speakers will address an array of important industry issues and provide insights to execute effective, integrated marketing strategies that build brands and drive consumer conversations.

Workshop sessions include:

- The Benchmark Survey - Hosted By: Everlytic
- Delivering data-driven, omni-channel customer - Hosted By: SAS engagement
- Customer Experience in a hyper-connected world - CX - Hosted By: Continuum
- The Employed Media Opportunity - Hosted By: Cerebra
- Amplifying Opportunities - Hosted By: Dentsu Aegis Network
- Psychology of Buying - Hosted By: Boomtown
- A Social Future: Content to Commercialisation - Hosted By: Clockwork Media
- How to plan brand experiences that your consumers - Hosted By: Stretch Experiential Marketing
- Systems Thinking - Hosted By: MediaCom
- Three Blind Mice - See how they run up your budget - Hosted By: True North Research

View workshop summaries [here](#).

Executing the state of the marketing address is no small feat and the IMC Conferences is **pleased to announce that [Everlytic](#) has become a Silver Sponsor for the Johannesburg conference**, "We are delighted to partner with the IMC Conference. We have always enjoyed a successful showing at the event; we have had the opportunity to meet with like-minded marketing professionals. We look forward to presenting meaningful email and mobile marketing research that has a very real impact on marketing strategies for businesses," says Vera Romano, Everlytic Marketing Manager.

The IMC Conference is thrilled to announce the second Silver Sponsor to come on board for the Johannesburg conference is [SAS](#), David Cosgrave, SAS Practice Lead: Customer Intelligence explains: "Today's marketers need to make smarter and faster decisions with all of the data at their disposal. Having real-time, contextually relevant conversations with customers will be a key competitive advantage for attracting and keeping digitally-savvy customers. SAS is pleased to be able to support our customers using our industry-leading customer insights and analytics, combined with our advanced omni-channel marketing capabilities. We look forward to sharing the latest thinking from SAS's industry experts to help our clients understand their customers better and make the right decisions every time."

Date: 2 -3 November 2015

Time: 8am - 5.30pm

Venue: Vodaworld, Midrand

To book your tickets, please visit www.imcconference.com or call (021) 180 4111.

IMC CONFERENCES BOILERPLATE: The IMC Conference, now in its fifth year, is a two day event that takes place in Durban, Cape Town and Johannesburg, with a central theme focused on applying various combinations of communication disciplines. The conference aims to expose delegates to the latest IMC trends by educating, entertaining and engaging them with the incredible line-up of industry experts, the unique event format and the customised workshops feature. The IMC Conference is divided into two sections: **Keynote Presentations** and **Workshops**. For more information on the speakers and 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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