

2021 Nedbank IMC Marketing. The Movie.

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12 Jul 2021

Africa's leading annual marketing event stars 18 speakers, with four global keynotes, sharing invaluable insight in a must-see one-day virtual conference.

Following on from our critically acclaimed 2020 virtual conference, we are pulling out all the stops again on Thursday, 29 July 2021 to present you with the marketing blockbuster of the year.

The Nedbank IMC has become South Africa's leading source of marketing thought leadership. Don't miss the day where our stellar cast of speakers will be taking you through all the plots and twists of marketing today. Entertainment at its most valuable.

Our cast of A-list local and international speakers will keep you on the edge of your seat as they reveal the plots and twists of the love story, action, drama and suspense that is marketing today.

Our cast of international marketing top guns

Marcel Marcondes – chief marketing officer, Anheuser-Busch. [A Forbes World's Most Influential CMO 2020](#)



MARKETING & MEDIA

"Let's get better. Not just back to normal": Marcel Marcondes, US CMO Anheuser-Busch, joins Nedbank IMC lineup

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Susan Credle – global chief creative officer, FCB.

Terryanne Chebet – CEO, Keyara Botanicals and founder, Africa's Leading Ladies.

Jon Youshaei – product marketing manager, Instagram (San Francisco). *Forbes* 30 under 30. Formerly at YouTube and Google.



MARKETING & MEDIA

Jon Youshaei, Instagram's product marketing manager, to open Nedbank IMC 2021: Marketing.The Movie

IMC Conference 15 Jun 2021



Thursday, 29 July 2021

R1,999 excl. VAT

Grab the popcorn for the virtual marketing production of the year on your own screen wherever you are.

Book now at <https://imcconference.com/tickets/> because Marketing is Business™

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- Challenge yourself to think like a Zoomer. How to sell more to tomorrow's biggest customers 6 May 2024
- Global creative leader Matthew Bull to present an in-person keynote at Nedbank IMC 11 Apr 2024
- Helping marketers drive more humanised growth at the Nedbank IMC 2024 22 Mar 2024
- Africa's biggest marketing conference opens bookings 13 Feb 2024
- Marketing UpClose&Personal: Insights and reflections from the Nedbank IMC 2023 Conference 31 Oct 2023

IMC Conference



The Nedbank IMC has become Africa's premier integrated marketing conference. Any marketing person irrespective of role, level or discipline needs to attend this conference.

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