



Deutsche Industrie- und Handelskammer für das südliche Afrika
Southern African-German Chamber of Commerce and Industry



IMC
Africa's Biggest
Marketing Conference

NAMING SPONSOR

EXCLUSIVE 20% DISCOUNT TO ALL SAGCC MEMBERS.

Simply book via the link below and enter the discount code **SAGCCIMC** to get your exclusive 20% discount on the ticket price.

MARKETING IS THE BRIDGE BETWEEN IDEAS AND PROFITS.
MARKETING IS AT THE HEART OF EVERY BUSINESS.

Marketing is Business®

AFRICA'S BIGGEST MARKETING CONFERENCE



#GautengMeansBusiness
#VisitGauteng



**IN-PERSON
(JOHANNESBURG)
AND ONLINE**

Conference opening by
Minister of Communications
and Digital Technologies,
Solly Malatsi



18 SEPTEMBER 2025 | Mosaïek Teatro, 1 Danielle Street, Fairland 

YOUR HOST FOR THE DAY: DONOVAN GOLIATH (BACK BY POPULAR DEMAND)

ABOUT THE NEDBANK IMC

IF YOU ATTEND ONE MARKETING EVENT IN THE YEAR, IT SHOULD BE THIS ONE!

At Africa's biggest marketing conference over **2000 communicators** gather each year to be motivated and inspired.

One day. One hard-hitting agenda. 20+ local and international innovators sharing how marketing drives business growth.

Marketing is the bridge between ideas and profits. Marketing is at the heart of every business. **Marketing is Business®**



**CLICK HERE AND
SUBSCRIBE TO OUR
YOUTUBE CHANNEL.**

Over 100 videos by
industry leaders!

OUR IN-PERSON EVENT WAS SOLD OUT FOUR MONTHS IN ADVANCE IN 2024!



**2024 CONFERENCE
HIGHLIGHT VIDEO.**



ABOUT THE NEDBANK IMC

Since launch in 2019, the Nedbank IMC has become Africa's biggest marketing conference. This conference is aimed at anyone in the business of communication, and is attended by more CMOs, Agency leaders, industry influencers and senior marketing students than any other event on the continent. There are no sales pitches, presentations are short and the content is relevant to all disciplines, designations and levels within the industry.



Marketing is Business®

With a R40b spend in Media and Advertising in South Africa in 2024, marketing is a driving force of our economy. Only marketers have the power to really drive GDP growth through the effective driving of the brands that control this spend.

Our mission is to constantly prove the business case for marketing. To demonstrate the critical role marketing plays in the economy. To provide the platform to showcase and share the combined knowledge of our industry. And to share a wealth of insights for marketers to keep marketing at the heart of business growth!

The learnings and networking from this day will ensure a definite ROI on your time and spend!



"Nothing drives the economy more than marketers today"

REASONS WHY YOU MUST ATTEND THIS EVENT



Deutsche Industrie- und Handelskammer für das südliche Afrika
Southern African-German Chamber of Commerce and Industry

One day. Over **20 local** and **global** thought leaders.

More CMOs, senior marketers and agency leaders **attend this conference** than any other in Africa.

Over **2000 delegates** from more than **15 countries**. **Biggest marketing conference** in Africa.

MASA CPD points to designated marketers who attend.

Key industry **networking opportunity**.

Attend **in-person** or **online**.

We **support the youth**. **12 Tertiary bursaries** have been provided since we launched in 2019.

The 2024 in-person event was **sold out four months in advance**.

We partner with/ are endorsed by **key industry associations and bodies**.



TOP THOUGHT LEADERS GET DOWN TO BUSINESS



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This conference is renowned for its carefully selected speakers, ranging from local and global industry legends to unexpected voices ensuring a diverse array of perspectives. We are proud to welcome our confirmed speakers.



AGENDA

TIME	SPEAKER	COMPANY AND DESIGNATION	TOPIC
07:00 – 07:59 59 mins	REGISTRATION, SNACKS AND NETWORKING.		
08:00 – 08:10 10 mins	DELEGATES PLEASE TAKE SEATS.		
08:12 - 08:17 5 mins	 MC: DONOVAN GOLIATH	 Comedian/Content Creator/ Former Adman.	 Master of Ceremonies.
08:19 - 08:34 15 mins	 DALE HEFER	 CEO, IMC.	 Its All in the Mind! The Business Mindset.
08:36 - 08:46 10 mins	 MINISTER SOLLY MALATSI	 Minister of Communications and Digital Technologies, South African Government.	 Conference Opening. 
08:48 - 09:08 20 mins	 TAHAAB RAIS INTERNATIONAL KEYNOTE	 Founder, Institute for Real Growth.	 Bringing the Magic Back.

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In-Person: R3 500 (excluding VAT)
Online: R950 (excluding VAT)
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BY INDUSTRY
LEADERS

TOP THOUGHT LEADERS GET DOWN TO BUSINESS



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TIME	SPEAKER	COMPANY AND DESIGNATION	TOPIC
09:10 - 09:25 15 mins	<p>CRAIG SHAPIRO</p>	Executive: Intellectual Property, ENS.	IP: What they didn't teach you in marketing school.
09:27 - 09:42 15 mins	<p>MELUSI MHLUNGU</p>	Founder and Chief Creative Officer, We Are Bizzare.	Creating the Most Interesting Brand in the Room.
09:44 - 09:59 15 mins	<p>NOMSA CHABELI</p>	Group Chief Executive Officer of the SABC.	Why a CEO should drive Brand Vision from the Top.
10:01 - 10:21 20 mins	TEA AND NETWORKING.		
10:21 - 10:31 10 mins	DELEGATES PLEASE TAKE SEATS.		
10:33 - 10:53 20 mins	<p>VAUGHAN CROESER</p>	Vice President, Marketing: The South African Breweries (AbInBev).	Not another Marketing Pep Talk; The Real Playbook for turning creative bravery into business results.
10:55 - 11:05 10 mins	<p>MAJOR MANDISA MFEKA USBI TEN-MINUTE MOTIVATION!</p>	First Black Female Combat Pilot.	Breaking Barriers and Dealing with Pressure. In proud partnership with

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TIME	SPEAKER	COMPANY AND DESIGNATION	TOPIC
11:07 - 11:22 15 mins	<p>BRYONY ROSE INTERNATIONAL KEYNOTE</p>	Director, Yext Enterprise International Business.	Hyperlocal is Lekker! Search Fragmentation and the Rise of AI.
11:24 - 11:39 15 mins	<p>JASON QUINN</p>	Chief Executive: Nedbank Group Limited.	What every CEO wants from marketing but is too polite to ask.
11:41 - 11:51 10 mins	<p>STACY JAYNE SAGGORS</p>	Commercial Growth Director, Insights Division, Kantar.	The Mzansi Barometer Gets Down to Business. Ten Insights in Ten Minutes.
11:53 - 12:13 20 mins	<p>LYN BIRD INTERNATIONAL KEYNOTE</p>	Corporate Vice President for Industry Solutions Delivery (ISD) at Microsoft.	Fearlessly Authentic: Building Relationships That Power Your Brand.
12:15 - 12:35 20 mins	<p>DR. GILLIAN HAMMAH INTERNATIONAL KEYNOTE</p>	Chief Marketing Officer, Aya Data. Recognised as a top 50 CMO in Ghana.	People or AI. The Business Decision Facing Marketers Today. In proud partnership with
12:37 - 13:22 45 mins	LUNCH BREAK AND NETWORKING.		
13:22 - 13:32 10 mins	DELEGATES PLEASE TAKE SEATS.		

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TIME	SPEAKER	COMPANY AND DESIGNATION	TOPIC
13:34 - 13:44 10 mins	<p>WELCOME WITBOOI USBI TEN-MINUTE MOTIVATION!</p>	Inspirational Speaker.	From Breaking Bad to Business Grad. In proud partnership with
13:46 - 14:06 20 mins YOUTH PANEL DISCUSSION	<p>KHENSANI NOBANDA PANEL FACILITATOR</p>	Group Executive: Group Marketing and Corporate Affairs, Nedbank Group Limited.	Appreciating Assets. Our rising stars speak out. An IMC/MASA Initiative Exclusive to MASA Patron Higher Education Institutions.
	<p>MICAELA WATHEN PANELLIST</p>	Student, University of Pretoria.	
	<p>NOZIZWE SIBISI PANELLIST</p>	Student, University of Johannesburg.	
	<p>MUKONA-ZWONAKA LIGEGE PANELLIST</p>	Student, AAA School of Advertising.	
14:08 - 14:28 20 mins	<p>ZUBAIR TIMOL INTERNATIONAL KEYNOTE</p>	Partner and Global Vice President, Culture at Meltwater.	Africa's Advantage: Leapfrogging with AI and Cultural Capital.

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TIME	SPEAKER	COMPANY AND DESIGNATION	TOPIC
14:30 - 14:35 5 mins	 REA LEOPENG	Wellness Expert/Yoga Teacher.	Bend your body. Stretch your profits.
14:37 - 14:52 15 mins	 DEAN OELSCHIG	Founder and Managing Partner of Halo.	To look where no one else is looking.
14:54 - 15:14 20 mins	TEA AND NETWORKING.		
15:14 - 15:24 10 mins	DELEGATES PLEASE TAKE SEATS.		
15:26 - 15:41 15 mins	 RYAN SAUER	CEO, Redwood Analytics.	Measuring Marketing Effectiveness through Data.
REALTIME VIDEO CHALLENGE 15:43 - 16:03 20 mins	 DARREN MORRIS ROLE: VIDEO CREATOR IN CHIEF	Founder and Chief Executive Officer of Lucky Hustle.	
	 BRIDGET HARPUR ROLE: CLIENT	Head of Marketing, Volkswagen Group South Africa.	Realtime Video Challenge.
	 MBALENHLE BHENGU (MBA) ROLE: INFLUENCER	Entrepreneur and Marketing Lecturer.	

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TIME	SPEAKER	COMPANY AND DESIGNATION	TOPIC
CLOSING SPEAKER 16:05 - 16:25 20 mins	 CHARL BASSIL INTERNATIONAL KEYNOTE	Chief Brand Officer, BBC.	Reimagining Iconic Brands – from South Africa to the world.
16:27 - 16:32 5 mins	 MC: DONOVAN GOLIATH	Comedian/Content Creator/ Former Adman.	Prize giving and conference close.
16:35 - 17:35 60 mins JOIN US FOR DRINKS, COURTESY OF SAB.			
Bonus International Speaker 15 mins	 THOKOZANI UNYOLO	Chief Executive Officer, Air Cargo Malawi Limited.	Marketing Without Borders: Navigating Africa's Diverse Business Landscape. Thoko's presentation will be shared with other speaker presentations on the Event App Library.
Bonus Student Speaker 15 mins	 ZWELAKHE R. LEPHOMA	Student, Red & Yellow – Creative School of Business.	The Culture Capital Equation: Converting Influence Into Equity in the Modern Marketplace. Zwelakhe's presentation will be shared with other speaker presentations on the Event App Library.

Note: The agenda may change at any stage due to elements outside of our control.

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We endeavour to find interesting venues and avoid the expected. Historically our in-person event has always been sold out months in advance. This year we have secured a bigger venue and will be aiming for up to 2000 in-person delegates.



1 Danielle Street, Fairland, Randburg, 2030

(Click here for more details about the venue)



WE ARE PRESENTED IN PROUD PARTNERSHIP/SUPPORT OF:



IMC in association with MASA



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In Proud Partnership



IN COLLABORATION WITH THE
ASSOCIATION FOR COMMUNICATION & ADVERTISING



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DURBAN CHAMBER OF COMMERCE AND INDUSTRY NPC



SPANISH CHAMBER OF COMMERCE IN SOUTH AFRICA

The Nedbank IMC is a neutral platform committed to fighting for marketing's place at the Boardroom table. **Marketing is Business®**.



MEDIA PARTNERS

Driving awareness with the leading African marketing media. We are proud to partner with:



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20% EXCLUSIVE DISCOUNT TO ANY SAGCC MEMBERS.
Simply enter the code **SAGCCIMC** when booking.

Note: If any members have already purchased a ticket, no refunds may be provided.

IN-PERSON

First 400 Seats

~~R3,000~~
SOLD OUT
Excluding VAT.

Very limited seats remaining

R3,500 (-20%)
Excluding VAT.

Thereafter

R4,000 (-20%)
Excluding VAT.

Group Discount: For every six tickets bought get an extra ticket at no cost!

Note: Terms and Conditions Apply. No Allocated Seating.

VIRTUAL

R950 (-20%)
Excluding VAT.

Group Discount: For every six tickets bought get an extra ticket at no cost!

Note: Terms and Conditions Apply.

CPD Points and level:	18 CPD POINTS at CMSA Level (Also applies to AMSA and MPSA Designated Members)
Category:	Marketing
CPD Approval Number:	MA IM 25001

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Thank-You.

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For any queries please contact:

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