

2015 Global Marketer Conference comes to Africa

For the first time, the Global Marketer Conference will be held in Africa. Part of World Federation of Advertisers' (WFA) Global Marketer Week, taking place between 16-20 March 2015, it will be held in Marrakech, Morocco.



The March 18 event will bring together the world's top marketers to discuss common challenges facing brands, growth strategies in an era of fluctuating economic fortunes as well as the potential and challenges of marketing to consumers across Africa.

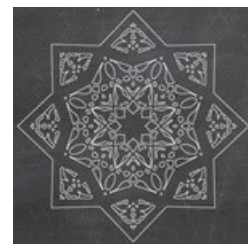
The line-up of speakers will provide inspirational examples of innovation, new platforms and marketing with purpose from some of the world's most exciting brands. Confirmed speakers include:

- Ajaz Ahmed, CEO, AKQA
 - Achieng Butler, Senior Vice President, Airtel Money
 - Mardochee Devico, CEO, Aicha
 - Conny Kalcher, Vice President, Marketing & Consumer Experiences, LEGO
 - Lubomira Rochet, Chief Digital Officer, L'Oréal
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- Toby Shapshak, Editor and Publisher, Stuff

Additional events include an African Accelerator session, designed to highlight the opportunities for brands across the continent, a session by Contagious on the most engaging and innovative strategies over the past year and a Project Reconnect panel featuring young consumers and Global CMOs, as well as contributions from Karmarama and BrainJuicer.

African marketer study to be released

The WFA will also release results from the first study focused exclusively on marketers in Africa. Conducted in conjunction with its network of African national advertiser associations, it will uncover the unique challenges and opportunities being faced by brands in the region. Some of the continent's leading marketers will share their own insight into what needs to change, both at an industry, but also and individual company level as part of the African Accelerator session.



Further research will be unveiled at the Project Reconnect session looking at the good, the bad and the ugly of today's marketing. This study will identify the common failings of the marketing business that many consumers cite repeatedly and identify the solutions be they process, technology or management driven that can be used to avoid falling into the social media spotlight.

Stephan Loerke, MD of the WFA, said, "This year's Global Marketer Week is looking exciting and the speaker line-up offers an opportunity to hear from a wide range companies that are at the forefront of their field, from Airtel's experiences in Africa's thriving mobile money sector through to Lego's consumer connection success. This is a unique opportunity to understand global challenges and African opportunities."

Mounir Jazouli, President of GAM and Communication and Media Director at BMCE Bank, said, "We're delighted to welcome the World Federation of Advertisers to Morocco. This year's event will enable global, regional and local marketers to hear from some world-class speakers, we guarantee a learning experience whether it's from global executives or Morocco's own Mardochee Devico."

For more information, go to www.wfanet.org/marrakech.

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