

# Discussing the future of media

The Future of Media Conference is now in its fourth year, and is set to take place at the Sandton Convention Centre on 21 July. The programme encompasses both a worldwide and a local perspective...



Leading the conversation on the global front, Jeremy Maggs recently sat down for an exclusive interview with arguably the most powerful man in advertising- head of global WPP, marketing and advertising giant - Sir Martin Sorrell.

On the home front, media veteran - Gordon Muller will be presenting the local perspective. Muller has an advertising career spanning over four decades and aptly refers to himself as 'Africa's oldest surviving content cartographer' and is indeed one of great minds in the home-grown advertising scene.

Also on the agenda are platform overviews followed by discussions about the six media components - Television, Radio, Newspapers, Magazine, Digital and Out-of-home. Each medium will be discussed in-depth with presentations across each talking point followed by a series of questions.

## Speakers and panellists

### Newspapers

- Prof Anton Harbor - Professor of Journalism, Wits University
- Greig Jerling - Group Marketing and Communication - Senior Manager: Brand Creative
- Trevor Ormerod - GM: Group Sales & Marketing at Times Media Group
- Chris Botha - Managing Director, The MediaShop

### Out of home

- Craig Page-Lee - Managing Director, Posterscope SA
- Ran Neu-Ner - Co-Founder & Joint CEO, Creative Counsel
- Jacques du Preez - Managing Director SA, Provantage Media Group
- Lauren Shapiro - Director, Kuper Research

### Television

- Chris Hitchings - CEO, DSTv Media Sales
- Gordon Patterson - Business Director, OMD
- Wanele Mngomezulu - GM: Business Intelligence, SABC
- Thabisa Mkhwanazi - Marketing Director, KFC South Africa

### Radio

- Nick Grubb - MD: Radio, Kagiso Media
- Greg Maloka - Managing Director, KayaFM
- Simon Parkinson - Director, Ultimate Media

- Lynn Joffe - CEO & Creative Director, Creatrix

## **Magazines**

- Bridget McCarney - Managing Director, New Media
- Wayne Bishop - Director, PHD Media

## **Digital**

- Melissa Attree - Director of Content Strategy, Ogilvy Cape Town, Melissa Attree
- Matthew Arnold - HO Media, Native VML
- Johan Nel - Director, Gumtree
- Tanya Schreuder - Director, Vizeum
- Aidan Baigrie - HO Facebook Africa

Future of Media presents three distinct and interdependent communities; agencies, media owners and marketers with an opportunity to convene and tackle in-depth and interrogative discussions about the future of the media industry.

For more, visit: <https://www.bizcommunity.com>