Youth Social Media Marketing Conference 2013

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The first social media marketing conference in South Africa organised specifically for brands that are trying to effectively engage with the Digital Generation.

This one-day conference will be held on **14 of March 2013** at **The Venue, Melrose Arch. Johannesburg** at a cost of **R2499 per delegate.**

The youth social media marketing conference seeks to re-educate delegates on industry trends and developments with regards to the youth market. More than just keeping up-to-date, it seeks to inform delegates of effective current and new means of effectively engaging the youth through social media platforms.

- Find out the best and newest ways to market brands to the youth market through social media
- pick up actionable tips to improve your marketing with the different social media platforms
- Discover new strategies that will draw the youth to your brand in a bid to build communities and ultimately sell products and services through social media
- Discover how to leverage content to sell, and how to move the youth to action with content

Guest Speakers and Panelliests

Thebe Ikalafeng: Founder of Brand Africa, Public Sector Excellence and Brand Leadership. Director of Mercantile Bank, Brand South Africa, WWF and South African Tourism, and vice-Chairman of Brand Council of South Africa.

Dr Nikolus Eberl: CEO BrandOvation

Justin Spratt: CEO Quirk Agency

Sifiso Mazibuko: Facebook Innovations Manager

Vincent Maher: VP of Product strategy and Growth Mxit

Bradley Maseko: Founder and Youth Market Strategist BrandedYouth Insights

Melissa Attree: Marketing and Social Media consultant. Cerebra

Suzanne little: Head of Social Media and Social CRM for Quirk, Head of Marketing - Digital Media and Marketing Association (DMMA)

Catherine Lückhoff: Chief business development officer, Bozza.mobi

This conference is organised by Branded Youth Insights, a research-based consultancy which focuses, amongst others, on mining digital insights and formulating strategies with regards to the South African youth market.

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