

Content 2013 conference extends early bird special

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The international speaker line-up has just been confirmed for the content marketing conference: Content 2013 - The Whole Story.

These include:

- Julia Hutchinson (Head of Content at Group FMG after nine years as COO of the Content Marketing Association)
- John-Henry Barac (Senior User Experience Designer at Shazam Entertainment) and
- Joe Pulizzi (Founder, Content Marketing Institute, USA).

Due to the fact that these confirmations took place after the closing date of the early bird ticket discount, the organisers have decided to extend the deadline to allow more people to take advantage of the reduced rate.

The new early bird closing date is 14 January. The early bird ticket prices are R4 450 compared to the normal price of R4 850. Groups of five or more pay R4 450 each and the Content 2013 'Commitment to the future' offer will give a company that buys 5 regular tickets their 6th ticket for R2 425, provided that this ticket is used for a promising junior staff member.

Content 2013 will take place on the 25th and 26th February 2013 at the Fugard Theatre in Cape Town. **For programme information or to book visit Content 2013 online at www.content2013.co.za** and follow us on Twitter @Content_2013

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