

# Marketers Executive Forum presents next XTALK in Port Elizabeth

The Marketers Executive Forum will present its next [XTALK](#) in Port Elizabeth on 5 March 2012. [Fred Roed](#) will show delegates how an aging rock 'n roll band managed to build and maintain a passionate community of engaged fans and then convert that community into loyal retail customers, making the band US\$60 million per annum in merchandise, a decade after it disbanded.



He will then show how a brand or business can create, manage and profit from online marketing. He will take delegates through some profitable case studies in building online communities and will look at why these online communities are so important. He will also show how to tackle the challenges, which brands face in the digital economy and how one can implement the lessons learnt into one's own marketing strategies.

Roed first began teaching people how to build their brands in the digital economy in 1998 and is now the CEO of digital marketing agency [World Wide Creative](#), a company focused on creating profitable online communities for its clients.

## Focuses on practical learning

Its aim is to help clients do better business by using new marketing tools such as social media, search engine marketing, mobile web, e-commerce and online advertising. He is also the co-founder of [The Heavy Chef Project](#), dedicated to demystifying digital marketing. The project has evolved into a full-fledged education and training unit within the company, which focuses on practical learning about digital marketing.

The talk takes place on Monday 5 March 2012 at 4pm at Elizabeth Place in Pickering Park, Newton Park. The cost is R180 excl vat. To book a seat, email [xtalks@mxforum.co.za](mailto:xtalks@mxforum.co.za). For more, go to [www.mxforum.co.za](http://www.mxforum.co.za).

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