

# Fayemi to chair National Marketing Summit in Lagos

Former Governor of Ekiti State, John Kayode Fayemi will be the Chairman of the 2015 National Stakeholders Marketing Summit holding in Lagos next month.



John Kayode Fayemi

The Marketing Summit will take place on Tuesday, 5 May 2015 at the Civic Centre on Ozumba Mbadiwe Road is being organised by *Marketing Edge* magazine, a leading brands and marketing publication in Nigeria.

The editorial board of *Marketing Edge* had in its meeting nominated the highly urbane and cerebral Kayode Fayemi to chair the morning session of the industry summit while Chief Olu Falomo, former chairman of Advertising Practitioners Council of Nigeria, APCON presides over the Brands Excellence Award in the evening.

## Taking Nigerian marketing forward

In the morning session, brand and marketing experts including former APCON Registrar, Josef Molokwu and Managing Director, Noah's Ark, Lanre Adisa will be exploring '*Roadmap to Marketing in the Age of Global Oil Glut*' and '*Nigerian Advertising in a Generational Shift*'.

The evening event will be rewarding as accomplished advertising practitioners and best performing agencies, brands and other outstanding players in the Nigerian Integrated Marketing Communications sector will be rewarded in different awards categories.

The decision was based on the reputation of both personalities as highly respected and intellectual power house across relevant sectors home and abroad; and the fact that the event will expand the frontiers of knowledge, explore innovative ideas and ways of managing brand business and the business of brand management while thinking global and acting local.

Amongst those to be rewarded are Steve Omojafor (Chairman Stb-McCaNN, Lagos), Segun Ogunsanya (CEO Airtel), Jimi Awosika (CEO Insight Communications etc).

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