

IMC Conference Johannesburg announces keynote speakers

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With just 10 weeks to go, the [Johannesburg IMC Conference](#) taking place at **The Maslow Hotel** from **6-7 October 2014** has confirmed its diverse mix of talented industry leaders. The event is set to challenge core facets of various marketing and communication disciplines and inspire engaging conversation.

These speakers have been hand-picked to deliver first-hand case-studies of innovative IMC trends, and share their most successful campaigns. Speakers include:

- **Stephen A. Newton** | Founder of **Clicks2Customers Africa**



Stephen is a digital entrepreneur who has 20 years' experience leading businesses in the online space. Prior to founding Clicks2Customers Africa, he held positions as: CEO of E-commerce Platforms SA with MIH Internet (Naspers); MD & VP for inMobi Africa; Head of Google South Africa; Head of Google Analytics & Checkout EMEA; for the Advertising Exchange EMEA for DoubleClick, and GM of Hitwise in EMEA.

- **Heidi Brauer** | Group Head of Marketing at **Hollard**



Heidi's industry experience before joining Hollard as Group Head of Marketing includes: Chairman of Halo; Group Marketing Executive Manager of Loyalty Programmes & Strategic Partnerships at Comair; Deputy CEO & Marketing Director at Ipsos Markinor, and board member of several leading organisations. She has judged at APEX, FM AdFor and AMASA Roger Garlick Innovation in Media awards.

- **Andy Gilder** | Head of Group Digital Strategy at **Machine**



Having previously run Just Money, Andy developed SEM and usability solutions for top financial brands. He's led social media campaigns for Sanlam and Visa, integrated social, real world and digital for Axe Deodorant, and recently completed product development on a payment solution for some of SA's biggest e-commerce sites. At Machine, his clients include Redbull, Adidas, Miller and L'Oreal amongst others.

- **Jonty Fisher** | Managing Director and Strategy Director at **Bletchley Park**



Jonty founded Bletchley Park with a partner while finishing his Bachelor of Business Science degree at the University of Cape Town. In his role as the chief ringmaster of a group of unique minds who get up every day to solve marketing and brand problems for clients, Jonty's clients include the likes of Jack Daniel's, Hennessy, Ceres, Citadel, the [%5C%22_blank 24.com](#) stable and Lindt.

- **Mike Silver** | Founder and MD of **Stretch Experiential**



Mike founded Stretch in 2009 - an agency that develops and executes experiential concepts for clients such as adidas, Chevron, Elizabeth Arden, Lipton Ice Tea, Pepsico and Kraft Foods. He previously worked in sponsorship consultancy and experiential marketing for one of the UK's largest agencies of its type, RPM, assisting various clients such as Unilever, Diageo and Yahoo! with experiential strategies and campaigns.

- **Ahmed Tilly** | Executive Creative Director at **Black River FC**



Ahmed started Black River FC in Johannesburg in 2005. Voted by his peers as one of the top six creative directors in the country, he's been a regular judge at the Loerie Awards, received SA's first Silver Nomination in the D&AD, and winner of a Cannes Lions and several Loerie Awards amongst others. In 2012, his agency won the coveted Grand Prix for film at the Loeries as well as the rare Black Eagle at the Eagle Print Awards.

- **Lani Carstens** | Managing Director at **John Brown Media SA**



Lani joined John Brown South Africa in 2010 as MD after three years as group business director for MIH (Naspers, Shanghai) where she worked on Women's Health China and more. Lani's 18 years' publishing experience includes 10 years as publisher at New Media; launch publisher of international health and fitness magazines Shape and Fit Pregnancy; and marketing manager for Media24's women's magazine.

- **Aiden Baigrie** | Client Partner at **Facebook**



Aidan joined Facebook to grow Sub-Saharan Africa and brings over ten years of advisory experience in the emerging mobile market to Facebook. Most recently he was part of the founding team of SEACOM, the broadband disruptor, where he spent four years evangelizing the power of connectivity in Africa. There he led the Group Business Development, Pricing and Marketing functions before joining Facebook in 2013.

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