

# Creative, tech and insights at the IMC Conference

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From creativity, to tech to marketing research, the IMC Conference will deliver it all. Our speakers hail from these three fields to deliver their views on what the future holds. They will condense years' worth of learnings into one mind altering exhibition of ideas.

In creativity we'll delve into big idea creation, making it scalable and executing it with the right partners. Touching on the do's and don'ts in effective campaign management and finding the right disciplines.

Technology, which seems to be the most popular topic in this year's event, will look at AI and disruptive technologies. Our guest speaker, Gerrit Bus, from IBM MEA, will give our attendees a glimpse into the strides they are making in cognitive technologies.

Then finally, we'll hear from two fascinating case studies on lower and middle income groups and gender neutral marketing, bringing the conversation back to the consumer and how to occupy their attention to bring value to their lives.

To summarise, see all our speakers and their topics here:

- Matthew Barclay - Meltwater - Tools of Tomorrow's Marketer: Automated Anomaly Detection in Big Data
- Valter Adão - Deloitte Digital Africa - The Fourth Industrial Revolution
- Justin Spratt - Uber - Sub-Saharan Africa - Seeing Around Corners - Tech Trends in Africa
- Brett StClair - ABSA - One click to sell anything
- Boniswa Pezisa - BBDO South Africa - Big Ideas Will Always Drive Brand Salience at Scale
- Gerrit Bus - IBM MEA - Redefining Customer Engagement in the Cognitive Era
- Abey Mokgwatsane - Ogilvy South Africa - Becoming Artificially Intelligent
- Fran Luckin - Grey South Africa - You Know That Thing You Just Did? Don't Do It Again.
- Gillian Rightford - Adtherapy - The creative tap: Is it open or closed?
- Lebo Motshegoa - Foshizi - Money Matters
- Jess Jorgensen & Dali Tembo - Instant Grass International - Gender Neutral Marketing



Abey Mokgwatsane



Boniswa Pezisa



Brett StClair



Gerrit Bus

At the end of this exciting day, all our guests are invited to our networking session where they can share ideas with like-minded peers in one of the most creative environments set in Cape Town.

For more information on booking details, visit [www.imcconference.com](http://www.imcconference.com) or call (021) 180 4111.

▮ **Global creative leader Matthew Bull to present an in-person keynote at Nedbank IMC** 11 Apr 2024

▮ **Helping marketers drive more humanised growth at the Nedbank IMC 2024** 22 Mar 2024

▮ **Africa's biggest marketing conference opens bookings** 13 Feb 2024

▮ **Marketing UpClose&Personal: Insights and reflections from the Nedbank IMC 2023 Conference** 31 Oct 2023

▮ **World-class content lauded at Nedbank IMC 2023** 21 Sep 2023



## IMC Conference

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