

Marketing Indaba boasts great speaker line-up

Issued by [CADEK Media](#)

23 Apr 2012

The Marketing Indaba Conference, which takes place on 9 and 10 May at the CTICC, has secured an excellent line-up of over 16 speakers that will inspire and inform delegates. The theme of the conference is 'cutting through the clutter' and speakers will shed new light and insights on marketing management, strategies, traditional and digital media. This is a must attend event for all marketers, managers, advertisers, brand managers and account executives.



**MARKETING
INDABA**
Conference & Expo
9 & 10 May 2012
Cape Town International Convention Centre
www.marketingindaba.com

Day one of the conference will offer a focussed programme and industry updates on marketing strategies, management, marketing tools and sales. Dale Hefer from Chillibush Communications will start the day with a look at the forgotten business of setting marketing objectives. She will be followed by a keynote address by Walter Pike on new versus traditional marketing and Derek Engelbrecht from Ernst & Young that looks at marketing across the African continent. Demographica's Warren Moss will challenge the validity of targeting and segmentation when it comes to marketing with his 'In The Market Theory'.



*Andrew Brand -
Ninety9cents*

Ed Hatton, The Marketing Director and Lorna Powe from Sales Partners Cape Town will take a closer look at the relationship between marketing and sales. Hatton ask the question if companies' advertising is really generating any sales, while Powe will share the secrets of an effective sales team.

On day two of the conference, delegates will have a choice to attend one of two workshop tracks. The digital marketing track will have GraphicMail looking at effective email marketing, new mobile opportunities from Russel Stromin (Strike Media) and social media and online communities by the World Wide Creative duo Fred Roed and Mike Perk. The day will be brought to a close by the popular Google search engine marketing workshop where Google will explain how search really works.



*Johanna McDowell
- HMC Seswa
Corporate
Communications*

The traditional marketing track boasts presentations from the likes of: Sean McCoy (HKLM) on branding; Johanna McDowell (HMC Seswa Corporate Communications) on the effectiveness of measuring public relations and Andrew Brand from Ninety9cents that looks at retail marketing.

Interested parties that are unable to attend the conference are welcome to attend the expo which runs alongside the conference. Entrance to the expo is free by presentation of your business card and registration at the door. Visitors will get to see the latest developments and offerings in advertising, marketing, technology, communication, printing, customer relations, promotion and packaging. Discover a multitude of possibilities, from traditional mediums to the latest digital and mobile advertising platforms.

The conference is priced at R2850 for both days or R1750 per single day. For more information and bookings contact CADEK Media on 021 855 4750, info@cadek.co.za or visit www.marketingindaba.com for the full conference and expo programme.



*Katlego Maboe -
Expresso (MC on
Day 2)*



*Warren Moss -
Demographica*

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