

# The new now

 By [Jessica Tennant](#)

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Ahead of this year's IAB Summit, taking place 30 May at the Joburg Theatre in Braamfontein, we interviewed IAB SA CEO Paula Hulley to find out what to expect from this year's theme and insights and to talk us through the behind-the-scenes of what it takes to organise such an event...



Image source: Gallo/Getty

The Summit speaks to *'The new now! Transformation through the power of digital'* and will provide insights into how the marketing and media industry can better navigate and thrive in the digital economy.

"We are working and living in a digital economy, whether it is to buy data on USSD, integrate a cloud-based CRM business platform, bank online, register for high school, deploy targeted advertising on the open exchange or through a private marketplace, promote our company or personal profile on social media or leverage Gumtree or Facebook Marketplace to directly sell products (or buy a car)," says Hulley, explaining what the IAB means by the 'new now'.



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Paula Hulley 25 Jan 2019



Here, she goes on to tell us what we can expect from the Summit this year...

■ *Give us a sneak peek of the speaker lineup.*

We are very excited about the diverse range of speakers and interactive thought leadership at this year's Summit. Our agenda and speaker lineup deliver the insights and input required to better understand and equip oneself to thrive in the digital economy.

Accenture Interactive South Africa's MD Wayne Hull kicks off the day with 'Leading in the New' – a necessary adrenaline boost to get us to sit up and think about the changes we are facing across the industry and how we can rise to the challenge. Followed by Duduzile Mkhwanazi, CEO of Project Isizwe on her experience, insights and learnings on empowering the connected community and connected city. Marcel Botha, founder and CEO of 10xBeta joins us from New York to speak to manufactured stories, as the world consolidates and intersects across advertising, product development, bioscience and social good. Media24 shares insights on the latest mobile case studies, DStv Media speaks to the new now in broadcast and our expert panel addresses 'Relationships Behind the Technology', which are so important as we move into an age of automation.

We are also especially excited that our MC for the Summit is a leader from the media and marketing industry - IAB member, IAB Innovation councillor and now MC of IAB Insights: Samu Makhathini from Kantar South Africa, an insight-driven specialist – what more could we ask for as the industry body that delivers smart, actionable and motivating insights to make better digital decisions and empowers you to thrive in the digital economy.

■ *What is the direct brand economy and direct to digital branding?*

Direct brands connect and commercially engage with their customers directly – digital platforms are at the core of both their operations and their communications. They typically create value through low-barrier, capital flexible, leased or rented supply chains, with value extraction accomplished primarily through these direct relationships.

The operating and financial models demand a new way of working that is here (now!) and it is exponentially changing the business process to do good business. It is also fundamentally changing the skills we need to be relevant and the education required to do so, as automation and machine learning take their place in our daily lives. UCook in South Africa is a great example and founder David Torr will be addressing 10 key learnings, as part of our 10x10 DBE format.

■ *How does it work?*

To create an energised and interactive format that delivers insights to empower the media and marketing industry to thrive in the digital economy, the 10x10 format creates a space for a selection of our Summit speakers to share short bursts of insights from their experience leading in the direct brand and digital economy. They will share 10 values, principles or lessons they have learned with 10 slides in 10 minutes. Our Summit audience will walk away with 30 new insights in 30 minutes in this segment of the Summit.

■ *What's happening on the IAB Summit fringe?*

Outside of the auditorium where the speakers share their insights – we also have a few interactive experiences to deliver on our Summit objectives. 'Interactive Pods' to engage directly with the digital medium and learn more from our Summit partners takes place in our networking breaks, including the 10xbeta stand and Google's virtual paintbrush. Bizcommunity's [BizTrends](#) panel is also part of our interactive live content lineup to better understand and learn from additional experts attending the Summit.

■ *Why is it important that the event is interactive?*

As the Interactive Advertising Bureau, it is important to us that our Summit is not just a lineup of one-way

communication but that we are also learning through interactions throughout the course of the day. This includes our 'Interactive Up!' segments, including YouTube specialist Special Effects Media, who will teach us to shoot and edit video on our phones, as well as Associated Media Publisher's *Cosmo* deputy editor, Noxolo Mafu, engaging on 'Ready to Shop' and the role of interactive media in driving commerce between print and digital. Plus a few great prizes to be won. Of course, the networking over lunch and after the event has always been a big part of the reason we have such strong attendance at our Summit events.



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#### What are you hoping will be the key takeaways for event attendees and other stakeholders?

Attendees will walk away with a new way of thinking to create positive forward momentum in the digital economy, a few new tools in your toolkit, new connections for the powerful partnerships and collaboration required to thrive in the digital economy and most importantly a raised awareness of the new now and the power of digital to transform across our industry.

#### What value will event sponsors derive from associating with the event?

The Summit is a thought leadership platform and partnership connecting all 170 IAB SA company members across our online publisher, agency, brand and specialist networks. We reach an incredible and relevant audience through our media partners, as well as through our own channels, with insights at the core of all we do. To associate with the Summit is to invest in the industry and propel the media and marketing ecosystem forwards. We are very proud to enable this remarkable platform for our industry to support and invest back in the industry.



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IAB SA 19 Feb 2019



Summit sponsors will be associated with state-of-the-industry thinking in digital content and companies, exposure to event attendees and via all IAB channels. Sponsors will also benefit from pre-event Bizcommunity interviews, live video from the event and a year of exposure in the [IAB special section on Bizcommunity](#).

#### So, how do we sign up?

To book your ticket [click here](#) or to learn more about the programme, event sponsors and the lineup of the day, visit the [event website](#) and remember, IAB members get a discount!

Follow these easy steps to book on Howler: Log onto Howler [here](#). Register as a user with your name and email address. Select your ticket option – IAB member or standard ticket. Indicate the number of tickets you require. Enter your name and email address as the first ticket holder (i.e. must match the registered user as per the login). Enter the names and email addresses of all ticket holders. Complete the payment process.

Should you require an invoice for your ticket purchase on Howler, please contact [karen@iabsa.net](mailto:karen@iabsa.net) with your ticketing information and invoicing details and we'll send you an invoice for your records.

*The 5th Annual IAB Summit19 is brought to you by DStv Media, Accenture Interactive and partners: Newsclip, G-Star, Media 24, Tiso Black Star, Business Live, The South African, Spark Media, Adjoin, Social Lab and Bizcommunity.*

## ABOUT JESSICA TENNANT

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