

IMC Conference announces Silver Sponsors for the City of Gold

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Meet the businesses behind the brand.

In just eight weeks, the Integrated Marketing Communication (IMC) Conference will be heading to the Maslow Hotel in Johannesburg to introduce the city to an impressive line-up of talented industry leaders and innovative workshops that will challenge, educate and inspire delegates to create marketing that works in today's dynamic and fast-paced communication arenas.



[Everlytic](#), a cloud marketing software company that manages campaigns and everyday communication across email, mobile and social channels, will have a significant presence at their third consecutive showing at the IMC Conference. Everlytic will also be hosting a workshop at this year's conference.

"As a premier industry event, the IMC Conference brings together top marketing brass and influencers. It's an event high on the Everlytic annual calendar, not least because of the calibre of active participants involved, but mostly because it allows delegates to seek and find information pertinent to their communication needs," says Vera Romano, Marketing Manager at Everlytic.

[Phat Brand Activation](#) uses a combination of its unique trademarked tools, Living Media™ (carefully selected individuals that are trained to be highly professional sales activators for brands) and Variable Media™ (a meticulously planned event or interaction culminating in a superior, interactive and extraordinary customer brand experience) to deliver brand messages into the marketplace by using a combination of these two unique properties.

"The environment in which we work has never been as exciting as it is now, nor as complex," says Rico Wessels and Christopher de Bod, directors of Phat Brand Activation. "Traditional advertising is history and the possibilities are now almost endless. Media channels are evolving at a rapid rate and not only can we offer our clients immediate ROI, but we can adapt our communication channels on the spot, ensuring we deliver the message effectively and proactively.

"Phat Brand Activation has an enviable reputation for unearthing the most deeply hidden activation possibility and converting it into something extraordinary - this is as a result of breaking away from the traditional. We are thrilled to partner with the IMC Conference this year and cannot wait to not only share our experiences with other brands and marketers, but to learn from our peers. By doing so, we can only strengthen our industry, which is essential in this tough climate. This further strengthens our motto that nothing influences people like people!"

Delegates can expect big names like **Aiden Baigrie** (Client Partner at Facebook); **Lani Carstens** (Managing Director at John Brown Media SA) **Stephen Newton** (Founder at Clicks2customers Africa) and **Jonty Fisher** (Managing Director and Strategy Director at Bletchley Park) - amongst others, for keynote presentations throughout the two days.

For more information on how to register, visit our [website](#) or contact 021 180 4111. Also, join the conversation on [Twitter](#) and [Facebook](#).

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