

## RAC Lite confirms speakers

Caxton and CTP Publishers & Printers have confirmed a host of top international speakers for South Africa's first RAC Lite - a one day version of the American Retail Advertising Conference. They will provide global viewpoints on the challenges that retail, advertising and marketing professionals manage around the world on a daily basis.

 By [ActivRetail](#) 24 Jun 2008

The speakers include Ruby Anik, the Senior Vice President of Brand Marketing for J.C. Penney Company Inc., one of America's largest department stores, Bob Thacker, OfficeMax's Senior Vice President of Marketing/Advertising; Manny Paloma, Best Buy's Group Creative Director, and Dr Byron Sharp, Director of the Ehrenberg-Bass Institute for Marketing Sciences.

The conferences will take place in Gauteng at Emperor's Palace Convention Centre on 12 August and at Lord Charles in Somerset West on 14 August.

Delegates will be exposed to dynamic and ground-breaking retail advertising campaigns and presentations on the tools and techniques used to succeed in the retail advertising industry today.

Geared towards CEOs of South Africa's retail scene, marketers, merchandisers, advertising agencies, buying shops and even students planning to enter the retail or retail advertising arena, it is a conference not to be missed.

Online registration opens at the end of June. For more information contact Robyn Joseph at or call her at +27 11 889 0715.

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