

Youth Social Media Marketing Conference 2013

Organised for businesses and brands that wish to gain more insight and strategic advice as to how they can effectively engage the South African youth through social media platforms.

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Date: **14 March 2013**

Venue: **The Venue, Melrose Arch, Johannesburg**

Cost: **R2499 per delegate**

Focusing on TRENDS, INSIGHTS and STRATEGY

The Youth Social Media Marketing Conference seeks to re-educate delegates on industry trends and developments with regards to marketing through social media. More than just keeping up-to-date, it seeks to inform delegates of effective current and new means of effectively engaging the youth through social media platforms.

- Find out the best and newest ways to market brands to the youth market through social media
- Pick up actionable tips to improve your marketing with the different social media platforms
- Discover new strategies that will draw the youth to your brand in a bid to build communities and ultimately sell products and services through social media
- Discover how to leverage content to sell, and how to move the youth to action with content

Guest Speakers and Panellists

Thebe Ikalafeng: Founder of Brand Africa, Public Sector Excellence and Brand Leadership. Director of Mercantile Bank, Brand South Africa, WWF and South African Tourism, and vice-Chairman of Brand Council of South Africa.

Dr Nikolus Eberl: CEO BrandOvation

Justin Spratt: CEO Quirk Agency

Sifiso Mazibuko: Facebook Innovations Manager

Vincent Maher: VP of Product strategy and Growth Mxit

Bradley Maseko: Founder and Youth Market Strategist BrandedYouth Insights

Melissa Attree: Marketing and Social Media consultant. Cerebra

Suzanne little: Head of Social Media and Social CRM for Quirk, Head of Marketing - Digital Media and Marketing Association (DMMA)

Catherine Lückhoff: Chief business development officer, Bozza.mobi

Monique Leech: Director of Digital Solutions at Millward Brown

This conference is organised by BrandedYouth Insights, a research based consultancy which focuses, amongst others, on mining digital insights and formulating social media marketing strategies with regards to the South African youth market.

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