

# IMC Conference comes to the Mother City

Issued by [IMC Conference](#)

29 May 2015

The IMC Conference is proud to announce that its 5th annual conference will be returning to Cape Town on the 3rd and 4th of August at the [Cape Town](#) International Convention Centre.



The IMC Conference returns to the mother city for what is recognised as the leading marketing and communication conference in South Africa to address the state of the marketing nation. Jaco van Zyl, Managing Director of IMC Conferences, says: "We are excited to be hosting the conference in Cape Town for the 5th time; we know that our new 2015 theme will benefit our delegates by exposing them to top industry leaders speaking on the most relevant communication disciplines and trends with actionable learning. The format of this conference allows delegates ample networking opportunities with top marketing professionals and peers alike."

This year's theme for the IMC conference will focus on giving delegates an overview of the state of marketing in South Africa, based on facts, trends and case studies to enable marketing and communication practitioners to better understand the fundamental requirements in creating any integrated marketing communication campaign which includes data insights, planning, execution and measurement.

In aligning the content of the conference with 2015 Theme: The State of the Marketing Address, the following tracks will be covered at the conference:

- Understanding Customers through data and Insights
- Integrated Campaigns Planning and Best in class case studies
- Changing the face of Communication (New Media, mobile and digital)
- Analytics and measuring impact
- Creative Execution

**The dynamic and a high calibre of industry leading speakers included:**



**Alistair King** - Founding Creative Partner - King James



**Bryan Melmed** - Director of Insights - Exponential New York



**Enzo Scarrella** - Chief Marketing Officer - Telkom



**Graham Warsop** - Executive Creative Director - The Jupiter Drawing Room



**Melissa Attree** ? Director of Content Strategy ? Ogilvy & Mather



**Paula Raubenheimer** ? Managing Director ? SouthernX



**Yegs Ramiah** - Executive Head of Brand - Sanlam

The added value customised workshops which form part of the IMC Conferences unique event format and aligns with the conference's overall theme also allows delegates the opportunity to pre-select 3 preferred workshops to attend on each conference day; workshop speakers will address key industry topics and provide insights to execute effective and integrated marketing strategies.

Workshop sessions include:

| Topics                                     | Hosted by:                            |
|--------------------------------------------|---------------------------------------|
| <a href="#">Advertising Intelligence</a>   | <a href="#">Exponential</a>           |
| <a href="#">Digital Innovation</a>         | <a href="#">NXT Digital</a>           |
| <a href="#">Multimedia</a>                 | <a href="#">Dentsu Aegis Network</a>  |
| <a href="#">Strategic Marketing</a>        | <a href="#">Boomtown</a>              |
| <a href="#">Social and Email Marketing</a> | <a href="#">Everlytic</a>             |
| <a href="#">Integrated Communications</a>  | <a href="#">Publicis Machine</a>      |
| <a href="#">SEO and Conversion</a>         | <a href="#">ROI Digital</a>           |
| <a href="#">Brand Activation</a>           | <a href="#">Phat Brand Activation</a> |
| <a href="#">Integrated Communications</a>  | <a href="#">Clockwork Media</a>       |
| <a href="#">Digital Marketing</a>          | <a href="#">Platinum Seed</a>         |
| <a href="#">Brand Activation</a>           | <a href="#">Colourworks</a>           |

Click [here](#) for more details on the industry's most innovative and inspiring speakers. Ticket prices to attend is R 4 800.00. For more information on the booking details, visit [www.imcconference.com](http://www.imcconference.com) or call **(021) 180 4111**. Also connect with us on [Facebook](#) and [Twitter](#) to get the latest news.

## Conference Date:

Cape Town 3-4 August - Cape Town Convention Centre  
Johannesburg 2-3 November ? Vodaworld Midrand

## Official Media Partners of the IMC Conference:

Adlip.com, Africa.com , Biz Takeouts, Biz Community , Juice Content, Marketing Update, Omni Vision, TheMarketingSite.com , The Red Zone and World Wide Creative

## Official Travel Partner:

Kulula.com

- " **May the future force be with you... a thinking session that will redefine your approach to tomorrow** 28 May 2024
- " **5 international speakers on world-class marketing conference agenda** 15 May 2024
- " **Challenge yourself to think like a Zoomer. How to sell more to tomorrow's biggest customers** 6 May 2024
- " **Global creative leader Matthew Bull to present an in-person keynote at Nedbank IMC** 11 Apr 2024
- " **Helping marketers drive more humanised growth at the Nedbank IMC 2024** 22 Mar 2024

### IMC Conference



The Nedbank IMC has become Africa's premier integrated marketing conference. Any marketing person irrespective of role, level or discipline needs to attend this conference.  
[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>