

# All marketing roads lead to the IMC Cape Town Conference

Issued by [IMC Conference](#)

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The [IMC Conferences](#) are enabling marketing and communication practitioners to better understand the fundamental requirements in creating any integrated marketing communication campaigns. Recognised as the leading marketing and communication conference in South Africa, this year's conference will deliver the *state of the marketing address* to attending delegates.

The industry's most innovative and inspiring speakers have been selected to deliver the finest cross-section of relevant content to significantly impact your business's marketing and communication strategy. Speakers will provide delegates with first-hand, case-study exposure to the most innovative IMC trends, highlighting aspects of their most successful campaigns in order to give a practical view of how these techniques and tools are best implemented.



## The dynamic line-up of speakers includes:

**Graham Warsop**, Executive Creative Director - The Jupiter Drawing Room who will report on the state of South Africa's marketing community by explaining how innovative thinking, creative entrepreneurship and iconoclastic approach to business will give top marketers a real competitive advantage.

Powerful tools for better marketing mean that big data is only human ? these are the insights from **Bryan Melmed**, Director of Exponential in New York. He will elaborate on why marketers need to stop racing towards what big data has promised and focus on what it can actually deliver.

Another speaker on the bill is **Lynne Gordon**, Managing Director of Added Value, who will be sharing her wealth of knowledge on how brands can stand out from a cluttered brand landscape and explain how brands can connect with the fabric culture of their consumers.

The dual keynote presentation will be delivered by **Yegs Ramiah**, Marketing Head of Sanlam and Santam and Founding Creative Partner, **Alistair King**, to unpack how she has trusted a single cross-platform agency group to deliver great work.

Changing the face of communication by realising the impact of technology on marketing campaigns are insights that **Enzo Scarcella**, Chief Marketing Officer of Telkom will unpack at the conference. Having worked on brands such as Castle Lager, M-Net and Edgars - he is a respected marketer with a wealth of knowledge and experience in the telecommunication space.

With an ever - changing digital media landscape and the industry buzz about programmatic media buying, brands are now able to make media buying decisions based on learned data insights. **Paula Raubenheimer**, Managing Director of SouthernX will explain how brands can make informed decisions to execute an effective strategy.

**Melissa Attree**, Director of Content Strategy at Ogilvy & Mather will reveal how effective content strategies can be

used in an omni-channel world to strengthen customer engagement.

As the saying goes, the measure of who we are is what we do with what we have. **Tanya Bertram**, Head of CRM and Customer Loyalty at OFyt will debunk how to measure the impact of marketing planning and reveal the myths around measurement for the sake of measurement.

To conclude the conference, **Adam Weber**, Executive Creative Director at Joe Public will unpack the importance of creative execution for any campaign. He elaborates on how ideas need to be carried into actions; thick-skinned creatives must make it so clever and amazing that even the sharpest committees can find no fault.

The 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 three 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:

- Clockwork Media
- Dentsu Aegis Network
- Everlytic
- Phat Brand Activation
- ROI Digital
- Boomtown
- Colourworks
- Exponential
- NXT Digital
- Platinum Seed
- Publicis Machine
- Brandseye

Staging the state of the marketing address is no small feat and the IMC Conferences has partnered with Ampere Event Technology as the official technical partner, "Ampere is delighted to be a partner of the Durban, Cape Town and Johannesburg events; we look forward to supporting the dialogue on integrated marketing, whilst demonstrating the key role of effective and creative event technology," says Justin Fish, Director at Ampere Event Technology.

**Date:** 3 - 4 August 2015

**Time:** 8am - 5.30pm

**Venue:** Cape Town International Convention Centre

To book your tickets, please visit [www.imcconference.com](http://www.imcconference.com) or call (021) 180 4111.

## About IMC CONFERENCES:

The IMC Conference, now in its fifth year, is a two day event that takes place in Durban, Cape Town and Johannesburg, with a central theme focused on applying various combinations of communication disciplines. The conference aims to expose delegates to the latest IMC trends by educating, entertaining and engaging them with the incredible line-up of industry experts, the unique event format and the customised workshops feature. The IMC Conference is divided into two sections: **Keynote Presentations** and **Workshops**. For more information on the speakers and 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.

**Official Media Partners of the IMC Conference:** Adlip.com, Africa.com , Biz Takeouts, Biz Community, Juice Content, Marketing Update, Omnibrands, SABU Magazine, TheMarketingSite.com , The Red Zone and World Wide Creative

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