

Networking Activities

One-to-one Sessions

Panel Discussions

Registration

08:30 - 09:00 | Welcoming Speech | 30 mins

Welcoming Address

09:00 - 09:05 | Welcoming Speech
Pascal Orhan- CEO Dataxis

Keynote Address

09:05 - 09:20 | Welcoming Speech

One-to-One Session

09:20 - 09:40 | One to One Session | 20 mins
StarTimes

Country Focus South Africa: Turning advertising and marketing challenges into opportunities

09:40 - 10:25 | Panel Discussion

Overview: TV, mobile and internet penetration
Advertising opportunity in South Africa
Challenges and prospects of Advertising practice
Digital Advertising in South Africa: overview of trends, challenges & benefits

SPEAKERS

Melanie Campbell - Head of Marketing , Pernod-Ricard
Bonnie Robinson - Senior Public Relations Consultant , Meropa Communications
Wayne Bishop - Managing Director, AMASA
Katinka Pretorius - Managing director, Sunshinegun

Coffee Break

10:30 - 11:00 | Networking Activity | 30 mins

Shifting TV viewing habits and usage of multiple devices: How to adapt to that reality?

11:00 - 11:45 | Panel Discussion

How can the TV still be relevant in a tablet and smartphone age?
Diversification of TV: introduction of multi-platform to attract young audience
The breakthrough of wearable screens: impact on traditional TV
How is chatterboxing changing viewing behaviour?

SPEAKERS

Maher Eldaly - Marketing Director New Opportunities - SBU Access, Africa & India, Danone
Veronica Wainstein - Managing Director, Penguin Media Agency
Felix Kessel - CEO SA, Owen Kessel Leo Burnett
Langa Khanyile - ,
Graham Deneys - ,

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Measuring TV and Video advertising in Africa: How can audience measurement help Ad buyers?

11:45 - 12:30 | Panel Discussion

Shifts in the media landscape: Overview of Ads spent in Africa
How advertisers can capitalize on changes in the media marketplace?
Why the rush toward digital advertising?
Convergence of digital and traditional advertising

SPEAKERS

Jordan Wallace - CEO, Gorilla Creative Media
Molemo Moahloli - GM Media Measurement, Director, GfK South Africa
Nanzala Mwaura - Head, Ipsos Connect, Ipsos
Matthew Arnold - Head of Media & Analytics , Native
Matthias Riedl - CEO, DCMN

Lunch

12:30 - 13:30 | Networking Activity | 60 mins

Turning Media Complexity into a business opportunity

13:30 - 14:15 | Panel Discussion

Overview of the changes affecting the media industry
How is media business model evolving, and what are the consequences?
Understanding consumer needs and how to simplify communication through digital media?

SPEAKERS

Heidi Nelson - Managing Director, Saatchi & Saatchi
Shukri Toefy - CEO, Fort
Christel Olmesdahl - Marketing and Social Media Manager, Timberland EMEA

One-to-One Session

14:15 - 14:35 | One to One Session | 20 mins

Aljazeera Media Network

SPEAKERS

Taahir Hoorzook - Director of Commercial - Global Brand & Communications Division, AlJazeera Media Network

OTT: what does the OTT rise mean to brands?

14:35 - 15:20 | Panel Discussion | 50 mins

State of OTT market in Africa
What impacts will the evolution of OTT have on advertising in Africa? Â
Opportunities for brands: Interactive videos, Sponsoring content and original content

SPEAKERS

Molemo Moahloli - GM Media Measurement, Director, GfK South Africa

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Levon Rivers - Head of Inventions, Native
Claire Opperman - Social Media Manager, Flight Centre
Ifeoma Agu - Brand Manager- Malta Guinness & Non Alcoholic Drinks, Guinness Nigeria Plc

Coffee Break

15:20 - 15:50 | Networking Activity | 30 mins

One-to-One Session

15:20 - 15:40 | One to One Session | 20 mins

Geopoll

SPEAKERS

Ricardo Lopes - Business Development Lead SSA, GeoPoll

Wongani Kapowo - Business Development and Country Lead, GeoPoll, Ghana

Why brand should speak local language?

16:10 - 17:00 | Panel Discussion

How to speak to your customers in their own language?

Should brands to provide multilingual content?

To what extent global logos and branding are important?

SPEAKERS

Adam Byars - Co-Managing Director & Partner, Grid Worldwide Branding

Mndeni Mncwango - Senior Marketing Manager, Nedbank

Matthew Arnold - Head of Media & Analytics , Native

Maher Eldaly - Marketing Director New Opportunities - SBU Access, Africa & India, Danone

Networking Cocktail

17:00 | Networking Activity

Hosted by Cote Ouest

Day 2

Registration

08:30 - 09:00 | Networking Activity | 30 mins

One-to-One Session

09:00 - 09:20 | One to One Session | 20 mins

Havas

SPEAKERS

Lynn Madeley - CEO Southern Africa, Havas SA

Can Pan-African communication really work across the continent?

09:20 - 10:05 | Panel Discussion | 50 mins

SPEAKERS

Anthony Boreh - Brand Manager, Yves Rocher

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Sarah Dexter - Managing Director, Mullenlowe SA
Matome Mbatha - ,

Keynote Presentation

10:05 - 10:25

Mobile Marketing Association

SPEAKERS

Yaron Assabi - ,

Coffee Break

10:30 - 11:00 | Networking Activity | 30 mins

What are advertisers asking from digital media and is it delivering?

11:00 - 11:45 | Panel Discussion

What are the opportunities for advertisers in digital media in Africa? What does the rise of digital Advertising mean for brands?

How has the rise of Facebook, YouTube, Twitter changed the advertising ecosystem?

What KPIs do advertisers care most about when it comes to digital advertising?

SPEAKERS

Sonya Erdogan - Brand Merchandise Manager, Nike

Karabo Ganzini - Strategist, Black River FC

Ntombizamasala Hlophe - Strategy Director , Yellowwood

May Laloo - Head of Digital, Nestle

Digital revolution in Africa tied to the success of mobile?

11:45 - 12:30 | Panel Discussion

Overview of Mobile penetration and deployment of 4G in Africa

How is mobile digital revolution disrupting the advertising market? The rise of Mobile apps?

How can telecom companies take advantage of the digital revolution?

SPEAKERS

John Magara - Marketing Manager, Brand and Communications, Airtel Rwanda

Bongani Chinkanda - CEO, HDI Youth Marketeers

Hannes Spangenberg - Brand Manager, KWV

Philbert Julai - Marketing Manager, Barclays Kenya

Lunch

12:30 - 13:30 | Networking Activity | 60 mins

Millennials and African Millennials ? what?s the same, what?s different?

13:30 - 14:15 | Panel Discussion

SPEAKERS

Rita Doherty - Chief Strategy Officer, FCB Africa

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Integrated Strategy: How an agency can leverage scale and still innovates?

14:15 - 15:00 | Panel Discussion