

# Digital Marketing Conference

## PROGRAMME CAPE TOWN 2019

Wed 6 & Thurs 7 March 2019

Radisson Blu Waterfront Hotel, Beach Road, Granger Bay

Organised and Presented by:



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08:30 – 09:00		Registration – Conference Centre, Ground Floor
09:00 – 09:10		Welcome
09:10 – 09:50 (40 min)	 <p><b>TWEET:</b> @CharlotteKSpeak</p>	<p><b>Trends in Digital Marketing</b> Charlotte Kemp, Futurist &amp; Keynote Speaker</p> <p>From a futurist's perspective, what are the trends we need to pay attention to in digital marketing, how mature are these trends or are they outliers and experiments in only a few bold brands, and how do we begin to incorporate them into existing marketing plans for our products or for our clients.</p> <p>Charlotte Kemp is an author, podcaster, futurist and professional speaker. She spent years teaching companies and brand how to use social media for brand awareness and marketing and owned her own digital marketing agency which she later sold. Later she focussed on the use of LinkedIn and her clients in financial and legal sectors. She is currently studying a post graduate diploma in futures studies, to grasp the complexity and depth of strategic foresight. She is the Chapter President of the Virtual Chapter of the Professional Speakers Association of Southern Africa, as well as a past Board member of the Global Speakers Federation.</p>
9:50 – 10:30 (40 min)		<p><b>How to rock your Instagram in 2019</b> Megan Hollis – Head of Innovation: Techsys Digital</p> <p>The app which we came to know and love with square photos and fun filters has radically transformed since its inception in 2010. It is now one of the most exciting and diverse social media networks out there for users, brands and influencers alike. In this session, we will unpack a toolkit to help you win on Instagram, as well as dissecting how people and brands succeed on the platform. We will cover editing apps to use with Instagram, how hashtagging really works, writing a bio, “row flow”, content ideas, caption writing, rocking Instastories and understanding IGTV. In short, this masterclass will help you and your brand succeed on Instagram in 2019.</p> <p>Megs heads up Innovation for Techsys Digital, a full service digital agency specialising in creative technology. She is the co-founder of D.O. Digital, a digital marketing academy offering affordable social media marketing training. She is also part of the IAB SA Education Council and is most passionate about empowering people with digital marketing skills using YouTube and the D.O. Digital learning platform.</p>

10:30 – 11:10  
(40 min)



**TWEET:**

@experience\_mike  
@Elevator\_Agency  
Mutual and Pernod Ricard.

## Swipe RIGHT: Effectiveness of tech integration in live marketing environments

Mike Silver – co-CEO: Elevator

In this session we take a look at the role of customer journey mapping and identify tech points in the process. We'll discover how Geo-targeted messaging can be employed to engage the right consumers where it matters. Learn more about technology's role in hyper-personalized engagements and how processors will replace promoters in aisles. The possibilities to marketers are endless.

Mike Silver is the founder of Elevator, a brand experience agency now part of the Smollan Group. Mike has been working in the below-the-line and brand experience arena since 2000. Current clients include Lipton Ice Tea, Old

11:10 – 11:30

Tea Break

11:30 – 12:00  
(30 min)



**TWEET:**

@hellocomputer



**TWEET:**

@hellocomputer

## User Behaviour, Trends and Predictions



Alex Krause, Content Strategist: Hellocomputer

Kerry Gibbs, Head of Social Media: Hellocomputer.

In this session Alex will discuss strategic development of a successful social media strategy while Kerry will provide some practical and real-life social media case studies.



Alex is currently a content strategist within the strategy department at Hellocomputer creating digital strategies for a number of local and international brands with a focus on CRM platform development (including acquisition & retention strategies), user journey analysis and digital content creation.

Over the past 10 years Kerry has written for multiple online publishers, community managed over 20 brands, worked on social strategies for award winning agencies, and even had a brief stint as an online Agony Aunt. All this has led her to become social lead at an amazing company and head of a team that is continuously committed to providing our clients with innovative and more human means of connecting with their audiences.

<p>12:00 – 12:40 (40 min)</p>	 <p><b>EMAIL</b> jessica@barrkmarketing.co.za</p>	<p><b>The Art of Social Media Content Creation</b> Jessica Barrella – Founder &amp; Owner: Barrk Marketing</p> <p>Social Media is an important box all businesses need to be ticking now days and, as we all know, content is KING. In this session, Jessica Barrella will take you through creating optimised content for your social media channels - all the tips and tricks of the trade.</p> <p>Jessica is an experienced digital marketer within multiple industries. Her unique experience gives her an insightful understanding of the critical elements of Social Media Marketing and how best to leverage digital channels to increase engagement and grow your online brand.</p> <p>She is the founder and owner of Barrk Marketing, a Cape Town based one-stop digital marketing agency that offers great insights, original work and measurable results.</p>
<p>12:40 – 13:10 (30 min)</p>	 <p><b>TWEET</b> @darrynvdb @P4P_Int</p> <p><b>EMAIL</b> Darryn@p4p.co.za</p>	<p><b>UX – Gamification</b> Darryn van den Berg, MD: Passion4Performance Group</p> <p>In this discussion Darryn will talk about what gamification IS and what it is not in the context of marketing. He will provide a high level overview of a case study into how gamification was applied and the UX achieved. And close with a gamification scaffolding that can be used to strategies your gamification initiative.</p> <p>Darryn is the visionary MD of Passion4Performance Group and Chief Play Maker of the Gamification Crafters Guild. He has been pioneering alternative learning and development solutions for over 17 years – developing solid Return on Investment methodologies and disrupting the current learning landscapes. He lives his brand of passion and thrives on innovating and effecting positive change in both business and personal life.</p> <p>He specializes in building and applying sustainable frameworks that help to demystify the 'grey' in complex systems – to maximum user engagement and sustainable solutions. He worked with brands such as: Vodacom, Rosebank college, Samsung, SABC, Capitec bank, FNB, Sun International and many others.</p>

<p>13:15 – 14:00</p>	<p>Lunch Break</p>	
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<p>14:00 – 14:40 (40 min)</p>	 <p><b>TWEET</b> @MikhailaHunter</p> <p><b>EMAIL</b></p>	<p><b>Storytellers for a Connected World</b> Mikhaila Hunter - Marketing &amp; Communications Manager: FORT</p> <p>Understanding the structure of effective storytelling for brands towards modern audiences, and branding within the creative economy. The manner of storytelling has become fragmented and this is a reflection of how our means of consuming content has become heavily disrupted in the digital and social age. If brands are now considered authors surely the principles of the 30 sec TVC cannot be bused across all consumption channels. Through best practice, case studies and experimental approaches we map out the present and future of connecting with audiences in a social world.</p> <p>Mikhaila Hunter is the Marketing and Communications Manager at FORT. A BCom Marketing Honour's graduate from the University of Pretoria, Mikhaila graduated in the top 15% of her University as a member of the Golden Key International Honour Society. Mikhaila was a finalist in L'Oreal's global Brandstorm competition in 2014, she has gone on to talk at industry events</p>
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	mikhaila@fort.co	such as Future Ad Africa as well as guest lecturer at institutions such as Red and Yellow and AAA School of Advertising. Mikhaila has been featured in and contributor to many industry publications including Screen Africa, Little Black Book and Bizcommunity among others.
14:40 – 15:20 (40 min)	 <p><b>TWEET</b> @raeraehickley @mark1</p> <p><b>EMAIL</b> sturae@mark1.co.za</p>	<p><b>Attribution Modeling</b> Sturae Hickley – Advertising Operations Manager: Mark1</p> <p>Last click attribution has been the go to results for marketers for a very long time. We'll cover different forms of attribution modeling and the importance of the various touch points of the user journey and the role it plays for the end result.</p> <p>An award-winning Ad-Operations manager and Programmatic Media Advertising pioneer at Mark1 Media. Sturae Hickley's experience spans nearly a decade with an accumulated wealth of knowledge and thought-leadership in social media, ad operations, digital tech as well as artificial intelligence.</p> <p>With a natural passion for mentorship, her role involves growing and leading a campaign management school of excellence at Mark1. Not only was she a 2017 Standard Bank Top Women Awards finalist, Sturae was invited by the IAB to participate in their all-female panel discussion at the 2018 IAB Digital Summit. She has also shared the stage with like-minded women in digital as a panellist at the recent launch of the internationally acclaimed organisation She Says</p>
15:20 – 16:00 (40 min)	 <p><b>TWEET:</b> @candicegoodman</p> <p><b>EMAIL:</b> candy@mobitainment.co.za</p>	<p><b>Mobile Marketing – Let's Get Personal</b> Candice Goodman – MD: Mobitainment (#1Technology Provider in Africa - Mobile Marketing Association)</p> <p>We unpack the latest mobile stats and trends in mobile marketing in South Africa – we unpack not only WHY, but HOW to overcome the challenges facing fellow South Africans and get personal on mobile using the latest tools available to make your mobisite data free, leverage “the chat bot” on WhatsApp, and making those videos truly personal – turning the Mobile phone into a SELL phone!</p> <p>Candice was named the "Direct Marketer of the Year" 2016 from the Direct Marketing Association, and has head up education at the Mobile Marketing Association (MMA of SA) for the last 5 years. She was the first Certified MMA Mobile Marketer in South Africa.</p> <p>Her mobile marketing consultancy, Mobitainment, was the first African company to win a Mobile Marketing Association Award back in 2009, and has become one of the longest and most consistently international mobile marketing award winners in Africa with continued wins for the last 10 years!</p>
16:00 – 16:10	End of day one, Afternoon Tea, Departure	

*Please note: We reserve the right to make changes to the programme and speaker line-up without prior notice.*





08:30 – 09:00		Registration – Conference Centre, Ground Floor
09:00 – 09:10		Welcome
09:10 – 09:50 (40 min)		<p><b>The future of video content</b>            Marcus von Geyso and Diogo Mendonca, Blacksmith Collective</p> <p>Video plays an important role in the digital marketers' arsenal of tools. Marcus and Diogo is a dynamic force in video creation and will share hot tips on creating effective video campaigns.</p> <p>Marcus von Geyso and Diogo Mendonca launched Blacksmith Collective, a creative collective specialising in media production, creative consulting and innovative tech applications. The young dynamic duo have already racked up quite a CV having worked with an array of international clients. On this very special two year mark, Blacksmith Collective have expanded its presence across South Africa!</p>
09:50 – 10:30 (40 min)	 <p><b>TWEET:</b>            @experiodesign            @ExperioWill</p>	<p><b>The Lean UX Framework: Changing organisations from inside out to outside in</b>            William Saunders - Director: Experio Design</p> <p>Digital initiatives are often ineffective because organisations aren't ready to become user centric. Initiatives, such as digital marketing or User Experience Design (UX) are added as magic ingredients, but the business itself needs to change to focus on their customers.</p> <p>William Saunder's presentation is based on a case study in a bank in Johannesburg, South Africa. The case study formed the basis for a Lean UX Framework that is currently being implemented in a leading GIS company in both the Netherlands and in South Africa. The goal of the Lean UX Framework is to track and report UX progress in organisations in any stage of UX maturity, giving feedback to the organisation of where they are on their digital transformation journey and how to progress along the UX maturity path.</p>

<p><b>10:30 – 11:10</b> (40 min)</p>	 <p><b>TWEET</b> @Winston_Nolan</p> <p><b>EMAIL</b> winston@thesalesmachine.co.za</p>	<p><b>Lead Magnets 101 - How to create Lead Magnets that get results</b> Winston Nolan – Author &amp; Sales Trainer</p> <p>Marketing that does not generate leads is marketing that has failed! However, it has never been more difficult and more expensive to generate good leads like is today. Companies need to also balance quality Vs quality dynamics. All leads are not created equal. Enter the Lead Magnet.</p> <p>The Lead Magnet is one of the most powerful tools a business can use to achieve growth, especially via digital platforms. If your company does not have at least one Lead Magnet you are far behind. The best companies have multiple. In this presentation Winston will explore the anatomy of a good Lead Magnet, the various types of Lead Magnets a business can deploy. He will also explore best practice approaches from the vantage point of working with dozens of clients in South Africa and abroad.</p> <p>Winston's passion is business growth and expansion. He has over 15 years' experience in sales and marketing and is the founder of The Sales Machine. Winston built his first multi-million-dollar business at the age 26.</p> <p>Now thirty four he has been instrumental in the growth of hundreds of companies - large and small by way of developing and implementing business growth plans. He is speaker, author, trainer and business growth expert.</p>
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<p><b>11:10 – 11:30</b></p>	<p>Tea Break</p>
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<p><b>11:30 – 12:10</b> (40 min)</p>		<p><b>Social Listening</b> Philippa Dods, Marketing Coordinator: Meltwater   India, Middle East &amp; Africa</p> <p>As marketers we have fantastic social media and digital marketing tools. They are two-way communication channels and offer great opportunities to increase customer relations. In this session we will discover how to simplify social listening to enable us to offer great customer service.</p> <p>Philippa Dods is Marketing Coordinator at Meltwater India, Middle East &amp; Africa. Meltwater helps organisations monitor and manage their brand's presence and reputation across online and social media. We deliver critical business information for companies across multiple industries.</p>
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<p><b>12:10 – 12:40</b> (30 min)</p>	 <p><b>TWEET:</b> @PragmaticaC</p>	<p><b>Programmatic Advertising in SA</b> Amanda Louw Bester, Founder &amp; Consultant: Pragmatica SA</p> <p>In this presentation Amanda will share a broad overview of and highlight the opportunities of programmatic advertising, address the misconceptions in the industry and discuss the current programmatic landscape in South Africa.</p> <p>Amanda Louw Bester is a thought leader for digital advertising &amp; publisher monetization in Africa, with a keen focus on mobile. She has spent over 10 years in the digital marketing industry working with leading digital media and tech companies. Within 5 years of her career she headed up the African portfolio for a Singaporean mobile ad network and was employee number 1 for two local programmatic media start-up companies. Amanda runs Pragmatica, a digital consulting firm focused on improving and generating new revenue streams for tech start-ups and media companies. She also lectures for UCT Graduate School of Business and conducts workshops in collaboration with Red&amp;Yellow Creative School of Business.</p>
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<p><b>12:40 – 13:10</b> (30 min)</p>		<p><b>Brand safety in a world of paid online advertising</b> Chris Borain, Chairman: IAB South Africa</p> <p>How safe is your brand online? Chris will discuss brand safety in the context of paid online advertising. In particular highlighting the fact that marketers are struggling to stay out of fake news and other dodgy environments. Often brands are effectively funding fake news without their knowledge. How do you safeguard your brand?</p> <p>Chris Borain is the current IAB South Africa chairman. For the past 15 years he has been involved in digital media, radio, TV, print and e-Commerce in South Africa and Australia. He's goals are to bring out the best in the people and the companies that I work with; maximise growth; deliver excellence; exceed targets and expectations and ultimately enjoy the journey.</p>
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<p><b>13:15 – 14:00</b></p>	<p>Lunch Break</p>
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<p><b>14:00 – 14:40</b> (40 min)</p>	 <p><b>TWEET:</b> @Jon_B_Miller</p>	<p><b>Creating a Win-Win Business leveraging Affiliate Marketing</b> Jonathan Miller – Forge Media</p> <p>Affiliate marketing is a performance-based marketing approach through which businesses reward affiliate partners for introducing customers, through the affiliate's own marketing efforts. In this presentation, Jonathan will explain affiliate marketing in simple, easy to understand terms and unpack strategies and golden rules for implementing and running successful affiliate programs for B2B and B2C businesses, both in SA and International markets.</p> <p>Jonathan Miller is a business &amp; marketing strategist, self-taught developer, a public speaker &amp; an expert on Performance Marketing. He is a toolmaker, loves building software technologies and services for the performance marketing industry. His patents in the field have been incorporated into leading analytics and tracking products &amp; he recently sold a performance marketing patent to Google. His focus is digital centered marketing and creating go-to-market strategies. Jonathan is also passionate about entrepreneurship and firmly believe that entrepreneurial thinking can and must be fostered and cultivated if. He is the founder &amp; CEO of Forge Media Investments.</p>
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<p><b>14:40 – 15:20</b> (40 min)</p>	 <p><b>TWEET:</b> @anchenlr @simplydigitalza</p>	<p><b>Creating Automated Marketing Funnels</b> Anchen le Roux, CEO and lead developer: Simply Digital Design</p> <p>Modern websites need to be so much more than just an online shopfront or brochure. It needs to replicate the journey that a client will take when visiting your physical store, getting to know you and your products. Taking them from visitors and converting them into loyal customers. In this session I will demonstrate how to use WordPress to create lightweight professional looking Marketing funnels that will generate new leads.</p> <p>Anchen le Roux is the CEO and lead developer of Simply Digital Design, a boutique Web Development and Digital Marketing studio for creatives. She has a passion for everything WordPress and loves</p>
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