

JUNE 2023

# The IMM Quarterly

KEEPING YOU RELEVANT, CONNECTED AND INFORMED



## IMM FRIDAY FLASH TALK Taking off with new podcast format

The Institute launched a new format of IMM Fridays in 2023 with the introduction of a series of IMM Friday Flash Talk podcasts, held on the last Friday of each month, anchored by renowned journalist Govan Whittles and with insights from marketing enthusiast Tarisai Moffat. Each month the Flash Talks host thought leaders, visionaries and movers-and-shakers on marketing matters in Southern Africa.



WITH ANCHOR GOVAN WHITTLES AND MARKETING ENTHUSIAST TARISAI MOFFAT

The Flash Talks are followed up with a Breakfast session on the first Friday of each month, providing a platform for Corporate and Individual Associates of the IMM to network, and to share their thoughts and insights around the previous Friday's Flash Talk.

**The Rise of Podcasts**  
The comeback kid in marketing's rock 'n roll band?

REC  
RECORDING NOW AVAILABLE

Watch the recording here

**31 March: The Rise of Podcasts – The comeback kid in marketing's rock 'n roll band?**

The series of podcasts was appropriately launched with a topic focussing on the Rise of Podcasts. Director, content strategist, podcaster, musician and general all-round trouble maker, Jon Savage, shared invaluable information and ways to maximise opportunities in this space.

**TRADITIONAL ADVERTISING**  
Is it alive and well in SA?

REC  
RECORDING NOW AVAILABLE

Watch the recording here

**28 April: Traditional Advertising – Is it alive and well in SA?**

Guests Tendai Luwo, Head of Strategy at leading specialist strategic agency David & Langton, and David Gorin of Africa-focused media/advertising representative company Marnox Media shared some interesting statistics and insights, proving that traditional media will continue to be the bedrock of most marketers' advertising strategies.

**INFLUENCERS**  
Are they creating a marketing hype that brands don't want?

REC  
RECORDING NOW AVAILABLE

Watch the recording here

**26 May: Influencers – Are they creating a marketing hype that brands don't want?**

We had an interesting session with Pieter Groenewald, CEO of Nfinity Influencer and founder of theSALT, who convinced us that influencer marketing is not something to be afraid of, but rather something to be managed with the correct vetting and control procedures.

**GO GUERRILLA!**  
Are you brave enough to make your brand stand out?

**NEXT UP**

Book your place here

**BOOK YOUR PLACE NOW**

Register here for the next IMM Friday Flash Talk taking place on 30 June 2023: Go Guerrilla – Are you brave enough to make your brand stand out?

**SAVE THE DATE: Upcoming IMM Friday Flash Talks**

**28 July: CHAT COMMERCE** - Is it effectively finding its voice in SA?

**25 August: AFRICAFREE TRADE** - Will it have the positive impact intended by AfCFTA?



## Join our growing network of professional marketers.

Welcome to our new Individual Associates.



As an Individual you may gain life-time Platinum Associateship to the Institute of Marketing Management if you submit a CV and Certificates displaying that you meet the following criteria:

- Qualification**  
You hold a marketing or business qualification that can be authenticated by an institutional authority
- Experience**  
You have 10 years working experience in a marketing or related industry
- Position**  
You hold a senior position within your organisation

Apply online here

Should you not meet the above criteria, you could gain Associateship with the IMM by participating in our Professional Development initiative, completing Activities to move through three Levels: Bronze, Silver and Gold, at which level you will receive life-time Associateship with the Institute.

Activities are selected from an array of options to appeal to individuals at different stages of their careers. By completing these activities, you will develop skills to perform optimally in the work environment. You will have the foundation for developing sound interpersonal skills and fostering a sound work ethic. Activities include both personal development courses and online short courses for practical skills development.

## Welcome to our new Corporate Associates

**Beluga**  
Where sophistication meets fun!

Beluga Restaurant, with its global reputation for fine dining, is now located in the trendy new Cape Town Cruise Terminal. Look out to the ocean or admire the harbour view while you sample our cosmopolitan fusion menu or enjoy our international whiskey and cigar lounge. We have a large sushi bar and a private space for special corporate or personal occasions. Loadshedding – not a problem. Parking – easy. Book now at info@beluga.co.za or 061 434 0813. Beluga Restaurant – Where sophistication meets fun!

**ITALTILE**  
Live beautifully

To live beautifully means to live your best life. And since the day we opened our doors for business in 1969, it has been our passion and privilege to deliver a unique brand of service and a luxury experience to our customers that brings home the best: the very best from the world of décor innovation and inspiration, international trends, mindful and sustainable eco-chic living, the very best professional design advice, and the very best quality and value for money. It's the Italtile Way, and nobody does it better.

**OLD MUTUAL INSURE**

Old Mutual Insure is the oldest non-life insurer in South Africa with a history that dates back more than 191 years. Today, as one of the leading role players in South Africa's non-life insurance landscape, we are proud of our tradition of service and quality as well as our range of products which are designed to meet personal, commercial, and corporate insurance needs. As a brand, we promise to do great things as we protect what's important to our customers and put them first in everything that we do. Old Mutual Insure Limited is a licensed FSP and non-life insurer

**SPUR**  
Leading for the greater good

Spur Corporation is a growing multi-brand franchisor operating in the restaurant sector. The business is the proud home of several world-class brands and is known for providing customers with unforgettable, family-friendly dining experiences. Spur Corporation has been cherished, South African business for over 55 years, with franchisees now trading in over 600 outlets across Africa, Mauritius, and the Middle East.

**IMM Job Market.**  
CONNECTING INDUSTRY WITH TOP MARKETING TALENT

This online initiative aims to match Individual Associates of the Institute and students of the IMM Graduate School with employers (Corporate Associates) who have vacancies in their organisations.

As the IMM Graduate School offers qualifications in marketing, supply chain and business, the IMM Job Market is directed towards vacant positions, internships and graduate programmes offered by organisations in these fields.

Find out more | Register as an employer | Register as a Candidate

## HOT WINTER SALE

50% OFF ALL ONLINE COURSES FOR THE MONTH OF JULY 2023

PROFESSIONAL SKILL CERTIFICATE COURSES | SHORT COURSES | EXPRESS COURSES | MICRO COURSES

10-12 MONTHS | 6 WEEKS | 1 WEEK | 1 DAY

VIEW ALL COURSES HERE

Use promo code: HOT23

## Upcoming Event

**Annual IMM Marketing Conference 2023**  
Global Thoughts, Local Leaders

**Save the Date**  
8-9 November 2023

IMM Graduate School, Parktown, Johannesburg

View our full event calendar here

**We're taking IMM workshops into the Metaverse**

Watch your inbox to be part of this exciting new initiative... **COMING SOON!**

Thank you to our Corporate Associates:

