

### JUNE 2023



**KEEPING YOU RELEVANT, CONNECTED AND INFORMED** 

The IMM Quarterly.

## 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.



## 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.



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?



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.



#### 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.

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#### 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:** AFRICA FREE TRADE - Will it have the positive impact intended by AfCFTA?

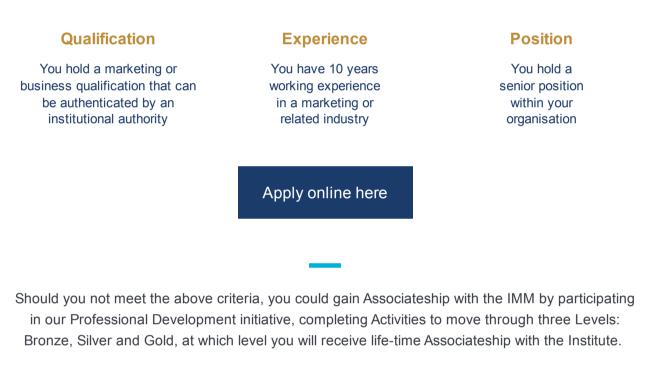


# Join our growing network of professional marketers.

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:



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 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!



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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.



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

Register as an employer

Register as a Candidate

# **HOT WINTER SALE**

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



Use promo code: HOT23

## **Upcoming Event**



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!** 

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Thank you to our Corporate Associates:



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About Us

The IMM is a proud founding member of the African Marketing Confederation (AMC)

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