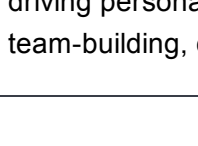




## Welcome new Corporate Associates

We are thrilled to announce and extend a heartfelt welcome to our newest Corporate Associates – Ignition Marketing, and R17 Ventures!

Our Corporate Associates enrich our community and contribute to the collective success of the IMM Institute.



**R17 Ventures AG** is a leading digital performance marketing agency with offices in Zurich and Cape Town. In 2023, R17 was named as the best performance marketing agency in South Africa in MEA/African Excellence Awards; and was the only digital advertising agency to make the Clutch 100 list.

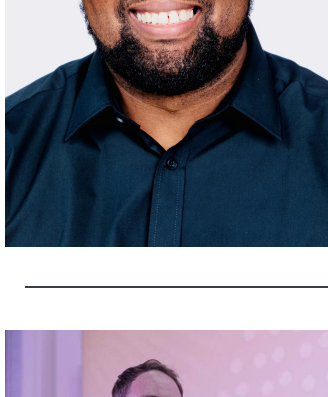
They enable growth for clients through cutting-edge, world class performance marketing solutions, inclusive of paid media, PPC, and email marketing; visual assets and content creation; and website development and funnels across Shopify, Webflow and Hubspot.

They also enable growth for their team through fostering a company culture of growth through driving personal and corporate development mentorship, hosting regular upskilling seminars, team-building, courses and providing education allowances.



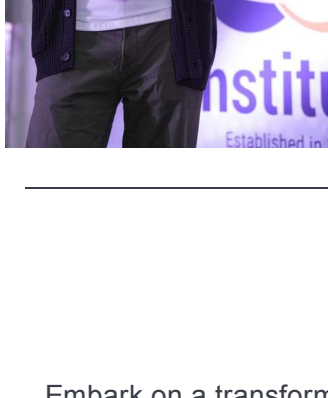
**Ignition Marketing**, founded more than two decades ago, has over the years become one of the market leaders in the corporate gifting and branding space in South Africa. They have long-standing relations with top brands across 15+ industries and are renowned for being an industry thought leader with a tangible passion for ideating turnkey, bespoke branding solutions.

## Welcome new Individual Associates



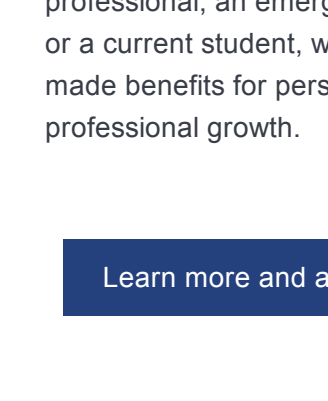
**Mathabo Sekhonyana**

"My greatest achievement would definitely be pivoting from marketing & communications to more business focused areas such as business development and product verticals. The CSI campaign I introduced (including improvements in the app) at my current workplace won an award for best CSI Campaign for the year at the Global Business and Finance Magazine Awards. Being able to marry my passion areas around women's issues and GBV with the overall business goals has been incredibly fulfilling."



**Tebogo Losaba**

"Throughout my illustrious 10 year career, I have led and executed numerous successful PR Brand campaigns with precision and excellence. My expertise has been sought by some of the country's leading organisations, contributing to a diverse and enriching professional background that serves as the driving force behind my ongoing career journey."



**Bradley Watridge**

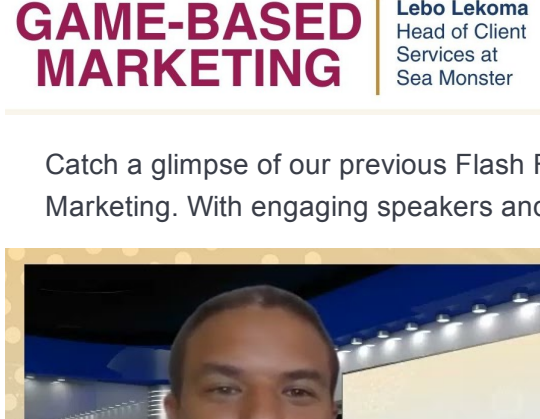
"My greatest achievement has been showing up every day for the last 15 years to achieve my success story! For me who struggles with acute creative moodiness, showing up and playing my role on a daily basis has had what we call challenges. However as Master Splinter says, "the path that leads to what we truly desire is long and difficult, but only by following that path do we achieve our goal!"

Embark on a transformative journey with an IMM Institute Associateship! Whether you're a seasoned professional, an emerging marketer, or a current student, we offer tailor-made benefits for personal and professional growth.

[Learn more and apply here](#)



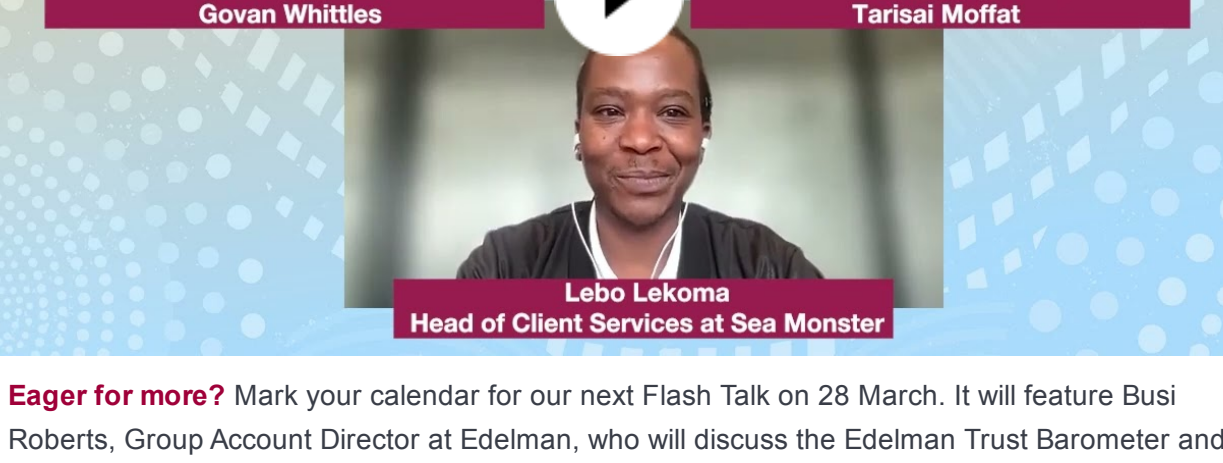
## IMM Friday Flashtalk



Our first IMM Friday Flash Talk of 2024 was broadcast on the 23rd of February.

These podcasts, held on the last Friday of each month anchored by renowned journalist Gowan Whittles and with insights from marketing enthusiast Tarisai Moffat, proved to be hugely insightful in 2023.

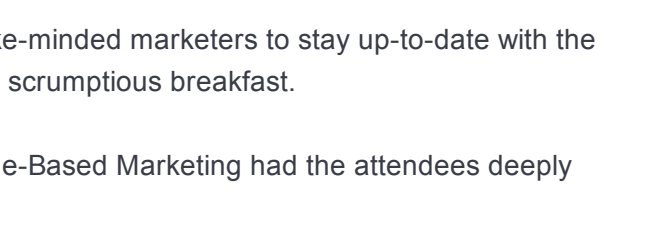
This episode on Game-Based Marketing with Lebo Lekoma, Head of Client Services at Sea Monster, did not disappoint.



**Eager for more?** Mark your calendar for our next Flash Friday Talk on 28 March. It will feature Busi Roberts, Group Account Director at Edelman, who will discuss the Edelman Trust Barometer and its hot-off-the-press 2024 report.

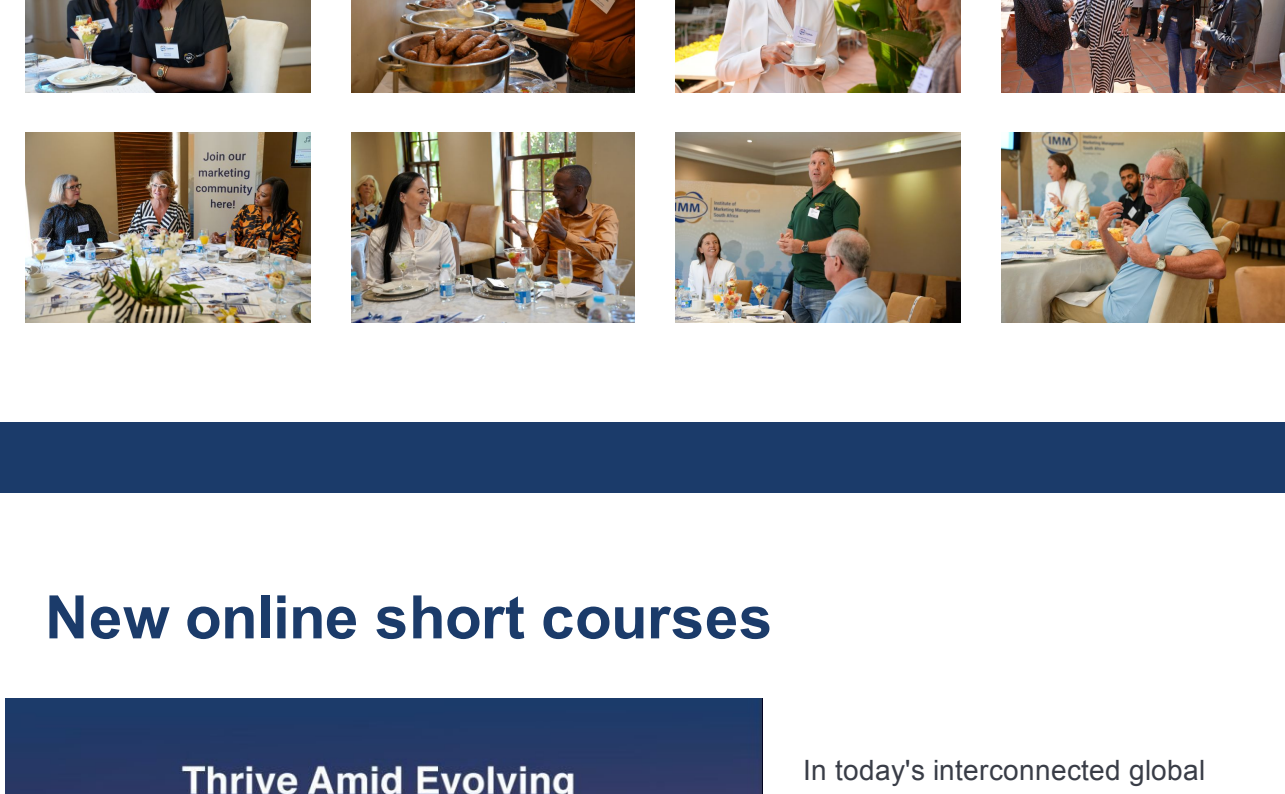
[Register here](#)

Every month, the IMM Institute organises an engaging IMM Friday Breakfast session where Associates of the IMM Institute unite to delve deeper into the topic discussed by the panel in the latest IMM Friday Flash Talk.

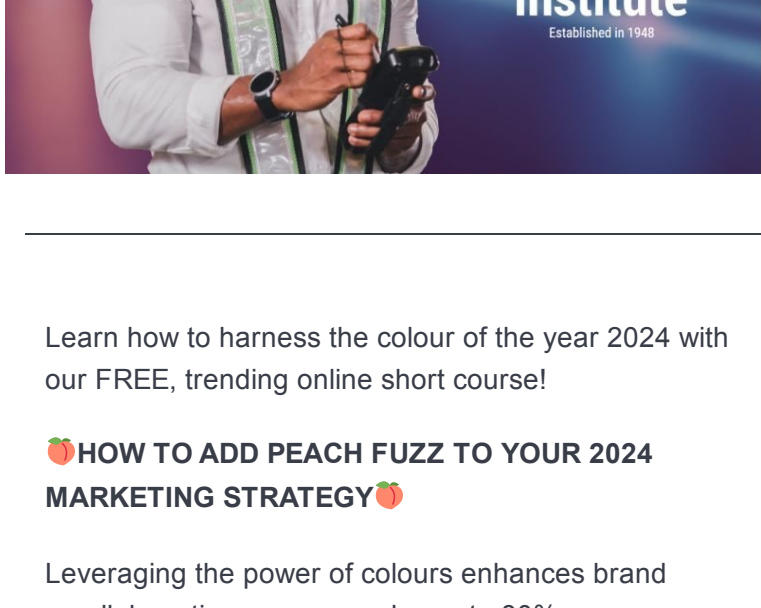


This event provides a fantastic opportunity for like-minded marketers to stay up-to-date with the latest trends and connect with each other over a scrumptious breakfast.

This month, interesting discussions around Game-Based Marketing had the attendees deeply engaged.



## New online short courses



In today's interconnected global market, strategic planning is crucial for sustainable business success, particularly amidst supply chain disruptions. With this course, enhance your Supply Chain expertise from insights into organizational models, risk decision-making, and forecasting in transport and logistics.

**Register now for this Professional Certificate and enjoy 30% off.**

[Register here](#)

\*Offer Valid 1-31 March. Use promo code: TL2024

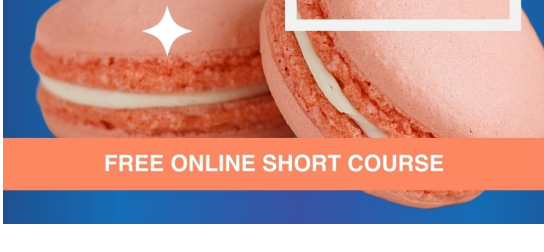
Learn how to harness the colour of the year 2024 with our FREE, trending online short course!

**HOW TO ADD PEACH FUZZ TO YOUR 2024 MARKETING STRATEGY**

Leveraging the power of colours enhances brand recall, boosting awareness by up to 80%.

Sign up today

[Free Registration](#)



## View new job listings



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](#)

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## Marketing Innovation Summit

The Marketing Innovation Summit is happening on July 3-4, 2024, at Vodacom World in Johannesburg!



## 46th Annual SAPICS Conference

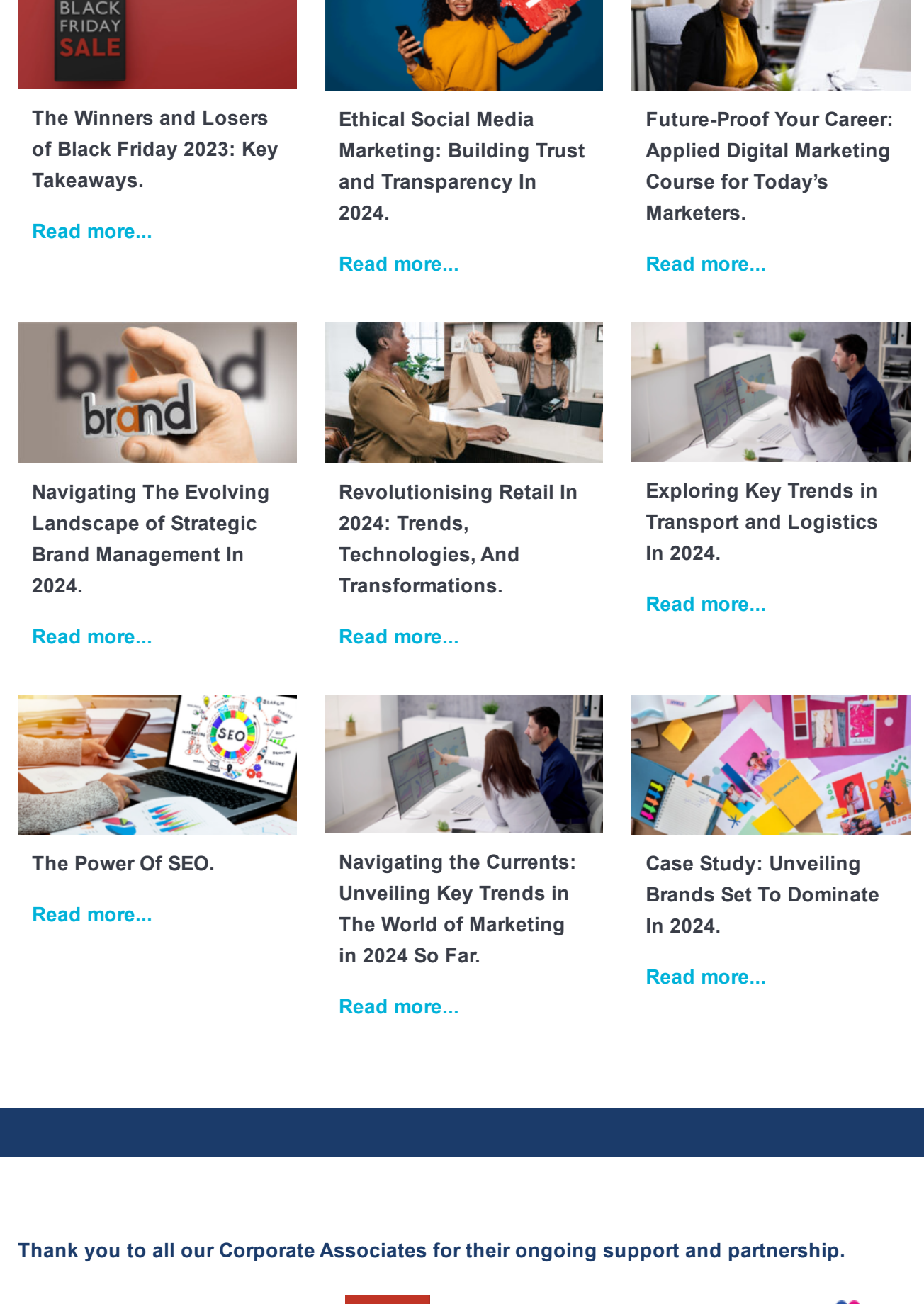
Early birds have until 31 March 2024 to qualify for a discounted registration fee for the annual SAPICS Conference and Exhibition, Africa's leading knowledge-sharing and networking event for supply chain professionals.



## 2024 Events Calendar

|  |   |
|--|---|
| <br>1 IMM Friday Breakfast 9am JHB<br>28 IMM Friday Flash Talk 9am Online (hosted Thursday due to holiday)   | <br>5 IMM Friday Breakfast 9am DBN<br>26 IMM Friday Flash Talk 9am Online   |
| <br>3 IMM Friday Breakfast 9am JHB<br>16 IMM Think Tank 3pm JHB<br>19 IMM Chain Connect 9am JHB<br>29 IMM Quarterly released<br>31 IMM Friday Flash Talk 9am Online      | <br>6 IMM Recruitment Day 10am CT<br>7 IMM Friday Breakfast 9am CT<br>13 IMM Recruitment Day 12pm JHB<br>27 IMM Recruitment Day 12pm DBN<br>28 IMM Friday Flash Talk 9am Online |
| <br>5 IMM Friday Breakfast 9am JHB<br>12 IMM Chain Connect 9am DBN<br>18 IMM Madiba Day Outreach Project<br>26 IMM Friday Flash Talk 9am Online                          | <br>2 IMM Friday Breakfast 9am DBN<br>28 IMM Quarterly released<br>29 IMM Friday Flash Talk 9am Online  |
| <br>6 IMM Friday Breakfast 9am JHB<br>11 IMM Chain Connect 9am DBN<br>19 IMM Annual Conference in CT<br>25 IMM Think Tank 3pm JHB<br>27 IMM Friday Flash Talk 9am Online | <br>4 IMM Friday Breakfast 9am CT<br>17 IMM Annual Conference in JHB<br>17 IMM Annual Awards 7pm JHB<br>25 IMM Friday Flash Talk 9am Online                                     |
| <br>1 IMM Friday Breakfast 9am JHB<br>27 IMM Quarterly released  | <a href="#">Download calendar here</a>  |

## Have you read our latest articles?



Thank you to all our Corporate Associates for their ongoing support and partnership.



For more info on all initiatives visit [www.imminstitute.co.za](http://www.imminstitute.co.za) or email [info@imminstitute.co.za](mailto:info@imminstitute.co.za)



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### About Us

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