



Annual IMM Marketing Conference 2023

Global Thoughts, Local Leaders

The conference will bring together thought leaders and professionals from various industries to explore the dynamic interplay between global trends and local leadership strategies.

You can look forward to keynote addresses from industry pioneers, panel discussions on bridging global insights with local business practices and ample networking time with peers and industry experts.

More Information

Programme

We are excited to invite you to the upcoming IMM Annual Conference, taking place this November. The conference theme, "Global Thoughts, Local Leaders," promises insightful discussions and valuable networking opportunities.

Get insights from international and local industry giants as they share what it means to be a marketer in 2023

8 - 9 November 2023

IMM Graduate School, Parktown, Johannesburg

www.imminstitute.co.za

BOOK NOW

If you are an Associate of the IMM, please refer to your email where you will find Coupon Code that you can use to claim your discount.

To find out more about joining the Institute as an Associate, email us at [membership@imminstitute.co.za](mailto:membership@imminstitute.co.za).

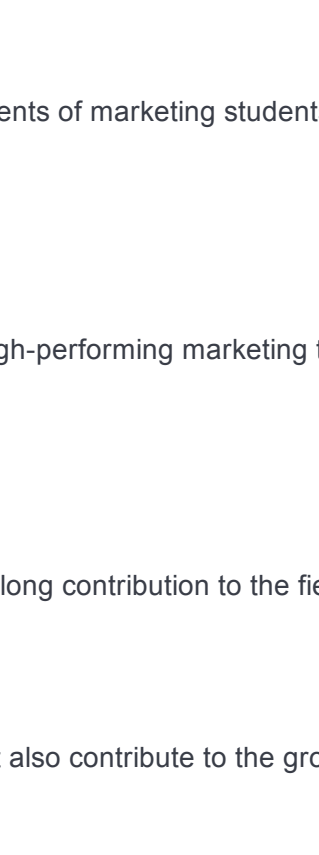
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Institute of Marketing Management South Africa

IMM MARKETING EXCELLENCE AWARDS

Part of Annual IMM Marketing Conference 2023

NOMINATIONS OPEN




At the IMM (Institute of Marketing Management), we believe in celebrating excellence in the marketing industry. That is why we would like to invite you to be a part of this celebration by nominating your exceptional colleagues or teams for the esteemed IMM Marketing Excellence Awards.

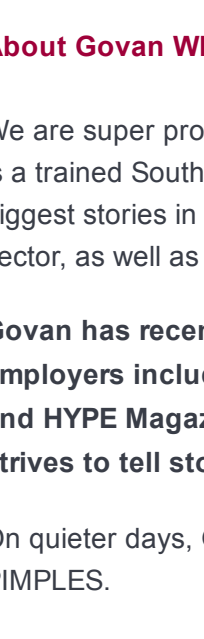
**Why Nominate?**

The IMM Marketing Excellence Awards recognise and honour those individuals and teams who have made significant contributions to the marketing industry. By nominating your colleagues or teams, you not only acknowledge their outstanding work but also inspire others in the industry to strive for excellence.

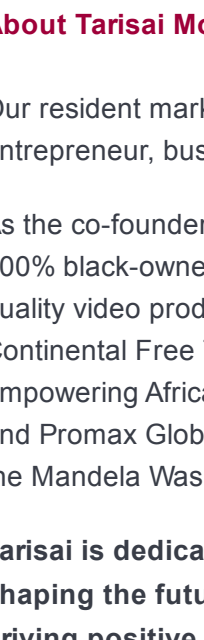
**Categories for Nomination:**



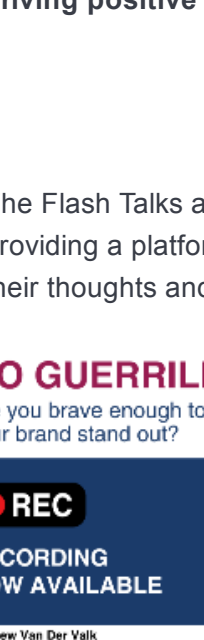
**Marketer of the Year:**  
Celebrating the individual marketer who has demonstrated excellence in their field.




**Emerging Marketer of the Year:**  
Recognising the rising star in marketing who has shown exceptional promise and potential.



**Marketing Student of the Year:**  
Acknowledging the outstanding achievements of marketing students who are the future of our industry.



**Corporate Marketing Team of the Year:**  
Honouring the collaborative efforts of a high-performing marketing team within a corporation.



**Lifetime Achievement in Marketing:**  
Celebrating a seasoned professional's lifelong contribution to the field.

By nominating someone, you not only recognise their hard work but also contribute to the growth and recognition of the marketing industry as a whole.

**Nomination Deadline: October 16th**

Three finalists are selected for each category, with the winners announced at the IMM annual Marketing Conference on the evening of 8 November.

Thank you for being part of our community, and we look forward to your nominations. Let's celebrate and honour excellence in marketing together.

**Awards Dinner**  
Date: 8 November  
Location: The Venue

Nominate Here

The 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, have been well subscribed and hugely insightful.

About Govan Whittle

We are super proud to introduce you to our IMM Friday Flash Talk Anchor, Govan Whittles. Govan is a trained South African journalist, who has spent the last 13 years reporting on some of the biggest stories in the country. He has covered South African politics, its unions and the mining sector, as well as the historic Oscar Pistorius trial.

Govan has recently joined the Carte Blanche team as a Presenter, and his former employers include Eyewitness News (EWN), The Mail & Guardian, eNCA, Newsroom Afrika and HYPE Magazine. He has also featured on CNN, RT International, BBC and others. He strives to tell stories that connect and achieve change.

On quieter days, Govan brainstorms episodes of South Africa's only animated political cartoon, PIMPLES.

**About Tarisai Moffat**

Our resident marketing enthusiast on our IMM Friday Flash Talks, Tarisai Moffat, is a visionary entrepreneur, business development manager, accomplished marketer, and dynamic speaker.

As the co-founder of Gateway Synergy and a Graca Machel Women Wealth Coach, she has led a 100% black-owned company with a female leadership team for 5 years, specializing in high-quality video production and marketing. Tarisai is a passionate advocate for the African Continental Free Trade Area (AfCFTA), bridging traditional and digital advertising, and empowering African brands. Her extensive achievements include recognition from Promax Africa and Promax Global Awards, Women in Marketing United Kingdom, and prestigious programs like the Mandela Washington Fellowship.

Tarisai is dedicated to fostering leadership, empowering young entrepreneurs, and shaping the future of business and marketing in Africa. She stands as an inspiring force, driving positive change and advancement on the global stage.

GO GUERRILLA!

Are you brave enough to make your brand stand out?

REC

RECORDING NOW AVAILABLE

Anchor: The De Voet  
Producer: Tarisai Moffat

Watch the recording here

30 June: Go Guerrilla – Are you brave enough to make your brand stand out?

Matthew van der Valk, Executive Creative Director at VML&R South Africa, highlighted that Guerrilla Marketing is all about the element of surprise, making your brand stand out in a way that will engage your target audience effectively. He commented that "we are smart, but have forgotten to be brave", noting that this involves risk.

Chat Commerce

Is it effectively finding its voice in SA?

REC

RECORDING NOW AVAILABLE

Anchor: Vusi Dlamini  
Producer: Tarisai Moffat

Watch the recording here

28 July: Chat Commerce – Is it effectively finding its voice in SA?

During this IMM Friday Flash Talk, Jonathan Williams (Founder and CEO at Chat Inc), noted that a number of companies have had a fixation on the technology and not on the customer experience, adding that there needs to be an element of conversation design. There was quite a bit of discussion during the session around the use of Whatsapp as a channel, and data privacy and security in this area.

AFRICA FREE TRADE

Will it have the positive impact intended by AfCFTA?

REC

RECORDING NOW AVAILABLE

Anchor: The De Voet  
Producer: Tarisai Moffat

Watch the recording here

25 August: Africa Free Trade – Will it have the positive impact intended by AfCFTA?

Our resident Marketing Enthusiast, Tarisai Moffat of Gateway Synergy, noted that there is a sense of fear amongst marketers regarding the Free Trade Agreement, but at the same time it presents an opportunity, as the market size is larger. Special guest, Helen McIntee (President of the African Marketing Confederation), was joined by Mulemwa Mongwa (Chairperson: Zambia Institute of Tourism and Hospitality Studies) in an extremely interesting discussion around the Free Trade Agreement.

AI

Are brands effectively using AI in Creativity and Branding?

REC

RECORDING NOW AVAILABLE

Anchor: The De Voet  
Producer: Tarisai Moffat

Watch the recording here

BOOK YOUR PLACE NOW

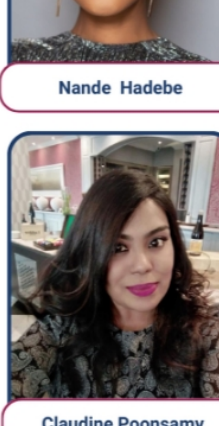
Register here for the next IMM Friday Flash Talk taking place on 27 October 2023. AI – Are brands effectively using AI in Creativity and Branding?

Book your place here

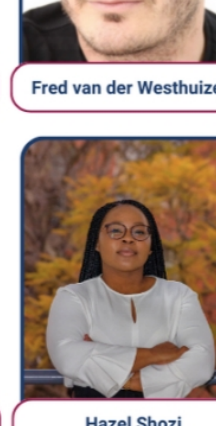
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Join our growing network of professional marketers.




Nanda Ndaba



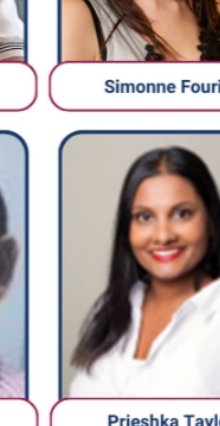
And van der Westhuizen



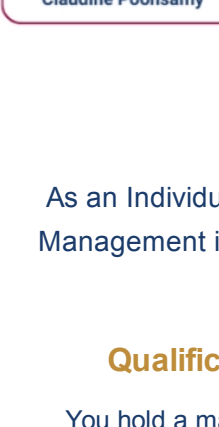
Shelise Mthethwa



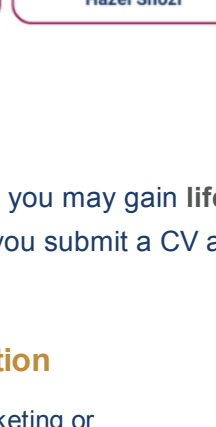
Henry Donald Euse



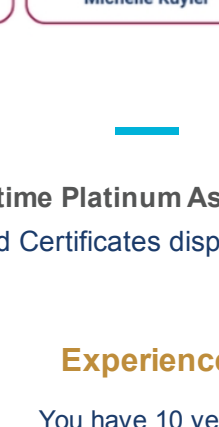
Simone Fortin



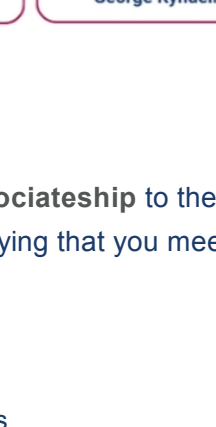
Claudine Poomony



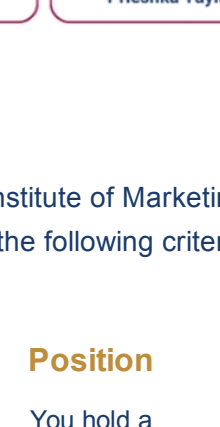
Hazel Shazi



Michelle Kuyler



George Kyndall



Prestika Taylor

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 held 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 held 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



INFINITY

Mfinity Media Investments is the holding company of various shareholder managed businesses within the media, advertising and marketing industry. Established in 2015, the group continues to expand with unique offerings in the Digital, Out of Home, Promotions and Activations, and Influencer Marketing categories in the industry. Many of these businesses are recognised as being undisputed leaders in their respective categories.




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Powerlogic takes pride in being the world leader in the field of power and voice/data solutions for the past 40 years. Their goal is to design cutting edge technology and innovative solutions to the worldwide office and domestic furniture industry with their custom solutions and manufacturing expertise. With their head office in Cape Town and offices worldwide, they specialise in power outlet solutions including Pop-up PowerDocks, Wireless Chargers, Cable Management, Portable Power Packs and Power Accessories.



integer

hotspot


The Integer Group® is the world's leading commerce agency and a key member of Omnicom Group Inc. Relentlessly focused on delivering Great Work That Works, they believe in creativity that is fueled by data, informed by culture, and delivered to the touchpoints that create connections and accelerate transaction. Integer has more than 1,100 associates in 25 offices around the world.



shop

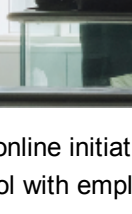
SOUTH AFRICA AWARDS

The Shop! Awards SA are a showcase for those dedicated to achieving shopper marketing excellence! The Shop! Awards are the ultimate symbol of creativity, innovation and best practice – a hallmark of excellence that provides the benchmark for success and the catalyst for continuous improvement. Recognising today's multi-faceted path to purchase, their awards showcase the very best in shopper marketing, from in-store displays, digital solutions through to fully integrated 360° campaigns.



SALESFORCE RECRUITMENT


Salesforce Recruitment is an established recruitment agency which has been operating in South Africa since 2017. They have a national footprint and their management team boast decades of recruitment experience across various industry sectors. As sales recruiters, they understand the difficulties of finding top sales talent. By partnering with them, their specialised team will be recruiting even when you are not, thus ensuring a ready pool of skilled candidates who would be well suited to your environment and come with a proven track record of sales achievements.



BRAiNBOW

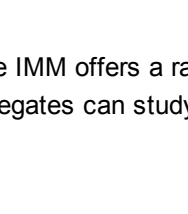
CONSCIOUS CREATIVES

Brainbow Conscious Creatives is a diversity, equity, and inclusion storytelling agency. They use the proven neuroscience of storytelling and the African philosophy of Ubuntu to create courageous cultures within your business and authentic connections with your customers turning both into love activists for your brand.



SAPICS

Since 1966 SAPICS has worked to elevate, educate and empower the community of supply chain professionals in South Africa and across the continent. This is done via mentorship, events, the Annual Conference and education courses and workshops. SAPICS is registered in South Africa as a not-for-profit company. Its mandate is to ensure that any profits made are used towards the continual development and overall benefit of individuals and organisations in the Supply Chain Management profession.



TWINSaver

GROUP

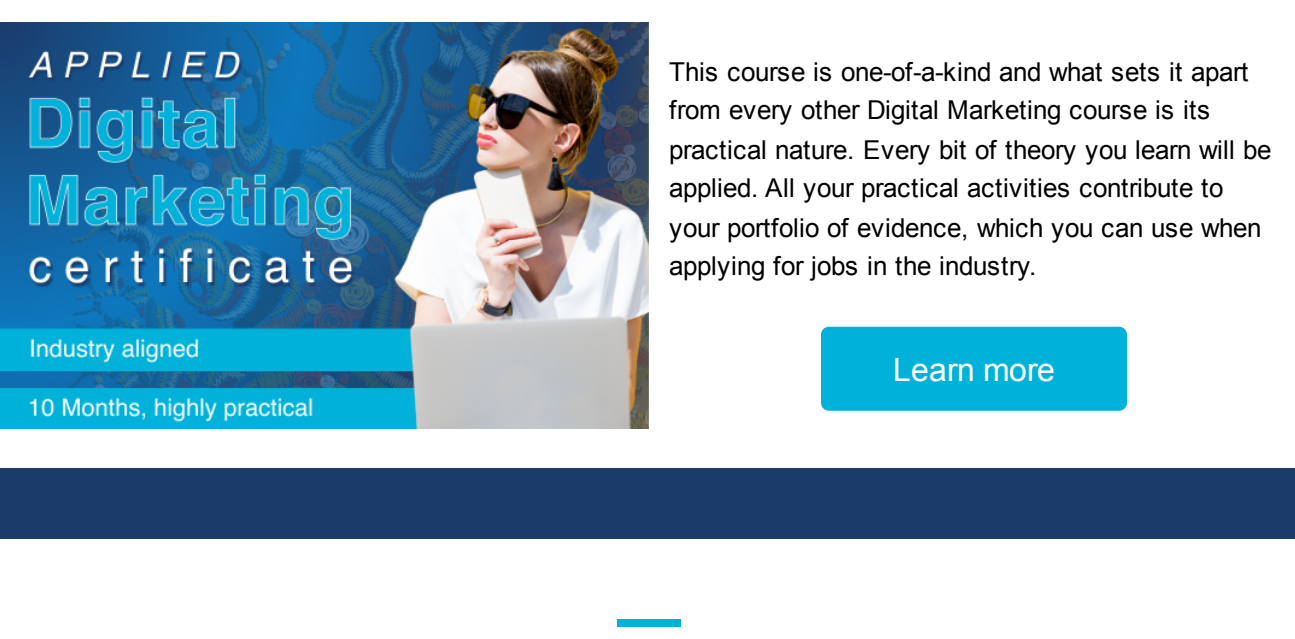
Twinsaver are the brand leaders in the tissue and hygiene industry. The Twinsaver Group is a national tissue paper supplier in South Africa. They manufacture, market, and distribute branded tissue products to households as well as businesses nationwide.

IMM

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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 management, 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

IMM Online Courses

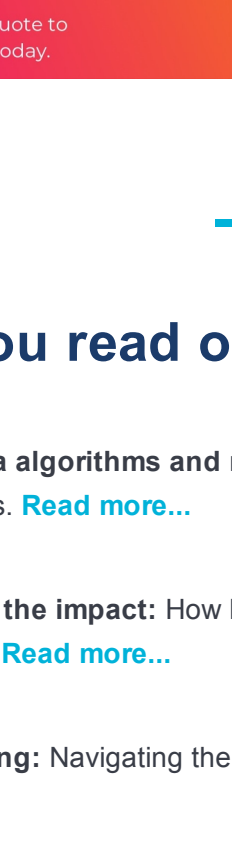
The IMM offers a range of online courses in marketing, supply chain and business management which delegates can study anywhere, at any time.

Featured Online Course

APPLIED Digital Marketing certificate

Industry aligned

10 Months, highly practical



This course is one-of-a-kind and what sets it apart from every other Digital Marketing course is its practical nature. Every bit of theory you learn will be applied. All your practical activities contribute to your portfolio of evidence, which you can use when applying for jobs in the industry.


Learn more

Claim this partner benefit as an IMM Institute Associate. (Not yet an Associate? Email us at [membership@imminstitute.co.za](mailto:membership@imminstitute.co.za) to find out how you can join).


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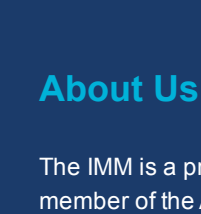
Social media algorithms and regulation: Striking a balance between connection and concerns. [Read more...](#)



Illuminating the impact: How loadshedding is casting shadows on marketing in South Africa. [Read more...](#)










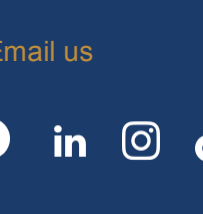

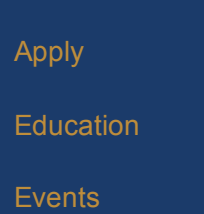
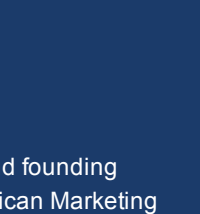
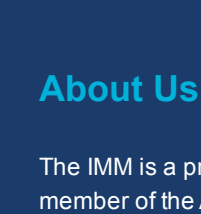
Greenwashing: Navigating the murky waters of environmental marketing. [Read more...](#)








Artificial intelligence and automation: Navigating the changing landscape of marketing. [Read more...](#)

Thank you to our Corporate Associates:







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Institute of Marketing Management South Africa

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About Us

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