

Annual IMM Marketing Conference 2023



Global Thoughts, Local Leaders

8 - 9 November 2023

Post event Report



FEATURING



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Annual IMM Marketing Conference 2023

The IMM Marketing Conference 2023, a highly anticipated annual gathering of marketing professionals from all across South Africa, provided a comprehensive platform for marketers at all levels. This inclusive event was a remarkable opportunity for all marketing professionals to come together.

Under the theme “*Global Thoughts, Local Leaders,*” this year’s conference showcased a wide range of practical case studies, engaging panel sessions, and valuable insights from both international and local industry leaders.

Attendees had the privilege of learning from these giants in the marketing field as they shared their wisdom on what it takes to thrive as a marketer in the dynamic landscape of 2023.



Attendees

Total Attendees	273
Delegates & Media	128
Awards Delegates	106
Speakers	29
Exhibitors	10

Partners



Corporate Partners



Event Partners



Award Partners



AV Partner



Affiliates



Print Partner



Promotional Event Sponsor



Media Partners



Annual IMM Marketing Conference 2023

Global Thoughts,
Local Leaders



Attendees

3M SOUTH AFRICA
AB INBEV
ADMAKERS INTERNATIONAL (PTY) LTD
AFRICAN MARKETING CONFEDERATION
AVENUE ADVERTISING
BELGIUM CAMPUS
BELGIUM CAMPUS ITVERSITY
BONITAS MEDICAL FUND
BRAINBOW CONSCIOUS CREATIVES
BRAND AFRICA
BRAND CARTEL CREATIVE
BRAND SOUTH AFRICA
BRAVE GROUP
BUBBLELICIOUS & CO
CHAT INC
COMMERCE EDGE SA
CONTEXT AFRICA
COUNCIL OF EVENTS PROFESSIONALS AFRICA
DAVID & LANGTON
DELOITTE
DISCOVERY
EBONY+IVORY ADVERTISING MARKETING PROMOTIONS
EDELMAN SOUTH AFRICA
EXP AGENCY
FAIRCHILD
FIRST NATIONAL BANK
FLOW COMMUNICATIONS

GATEWAY SYNERGY
GOOGLE SA
GREY
HEART OF MOTION
HERITAGE BRANDING & MARKETING COMMUNICATIONS
HOT MUSTARD ADVERTISING
IGNITION MARKETING
IMM GRADUATE SCHOOL
IMM GSM
IMM INSTITUTE
INTEGER\HOTSPOT
JIBRAEEL CONSULTING
JOZI TRAILS
KANTAR
LAND BANK
LERATO AGENCY
LUNICE JOHNSTON COMMUNICATIONS
LWG PHOTO
MAC CONSULTING
MATTEW GONIWE SCHOOL OF LEADERSHIP AND GOVERNANCE
MEDIA 24
MODERN MARKETING
MTN
MULTICHOICE AFRICA
NEDBANK
NEX MEDIA
NFINITY

OBARO
OLD MUTUAL INSURE
OXFORD PROFESSIONAL EDUCATION
PRODUCTION X
PROMO-ONE
PROUDLY SOUTH AFRICAN
SALESMATRIX
SANLAM
SIMPSON MEDIA
SKYLINE PR AND COMMUNICATIONS
SMART PROCUREMENT
THE LAZER TRANSPORT GROUP
THE MARKETHEAR
THE MEDIASHOP
TIGER BRANDS
TRANSNET
TWINSAYER GROUP
UNISA
UNIVERSITY OF JOHANNESBURG
UXI PRIVATE EDUCATION GROUP
VEGA
VODACOM GROUP
WETHINKCODE
YELLOWWOOD
ZAMBIA TRAVEL

Conference Highlights

Day 1

Wednesday | 8 November 2023

The programme started with a keynote address from the Acting CEO of Brand South Africa, **Sithembile Ntombela**. She spoke about the importance of building the country's brand as a collective, and the importance of celebrating our country's strengths on a global stage.



This was followed by a robust panel discussion on how to position the South African Brand globally. This discussion featured hall of fame global African branding authority, **Thebe Ikalafeng**; renowned Marketing Executive, **Hazel Chimhandamba** and **Arne Rust**, Brand Director: Carling Black Label, Hansa, and Lion Lager – Africa at AB InBev. This discussion brought to the forefront the need to support local brands and shine the spotlight on them globally, thus creating brand visibility for the country.



Conference Highlights

Day 2

Thursday | 9 November 2023

This day saw Influencer Marketing taking center-stage with **Pieter Groenewald**, CEO, at Nfinity leading a discussion with some well-known influencers. This panel focused on what sets these influencers apart and what they are doing to sustain their growth and long-term career success. Later in the day, the audience got to experience a segment on Artificial Intelligence.

This part of the programme featured industry experts and leaders like **Tendai Luwo**, the Head of Strategy at David & Langton; **Brad Watridge**, Senior Partner: Strategy and Mentoring at Hot Mustard, and **Robyn MacMillan** an AI Specialist at Oxford Professional Education. They unpacked how creatives and marketers are using Artificial Intelligence to grow and innovate brands.





Annual IMM Marketing Conference 2023 Speakers



Alcidez Banda

Comedian
(Influencer)



Angela Bruwer

Executive Academic Head: Faculty of
Marketing, Supply Chain and Business, **IMM**
Graduate School of Marketing Management



Arné Rust

Brand Director: Carling Black
Label, Hansa and Lion Lager -
Africa, **AB InBev**



Brad Watridge

Senior Partner - Strategy and Mentoring,
Hot Mustard



Dashni Vilakazi

Managing Director,
The Media Shop



Ebby Chepchirchir Bright Addai

Managing Director,
Skyline PR and Communications



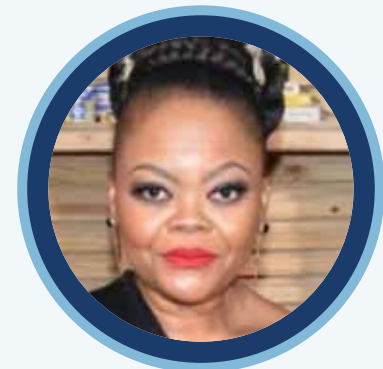
Fadzai Mufunde

Communication & Production Manager,
Heritage Branding & Marketing
Communications Botswana



Govan Whittles

Journalist,
Programme Director



Happy Makhumalo Ngidi

Chief Officer: Marketing & Communications,
Proudly South African

Annual IMM Marketing Conference 2023 Speakers



Hazel Chimhandamba
Marketing Executive



Helen McIntee
President,
African Marketing Confederation



Helena Van Wyk
Academic Head,
IMM Graduate School of Marketing



Karin Du Chenne
Chief Growth Officer,
Kantar



Kutlwano Mabusela
Founder and Executive Trans-media Producer,
Brainbow Conscious Creatives



Lerato Motsiri
Integrated Content Director,
Brave Group



Matthew Kannaih
Car Influencer,
Heart of Motion



Michelle Mathee
Head of Customer Success,
Chat Inc



Mita Neshunzhi
Head of Social Media & B-BBEE Partner at
Brand Cartel Creative, **Brand Cartel**

Annual IMM Marketing Conference 2023 Speakers



Mpumelelo Zondo

Head of Brand Africa & Global Client Lead,
Edelman



Mulemwa Moongwa

Vice Chairperson,
Council of Events Professionals Africa



Nande Hadebe

Segment Manager,
MTN



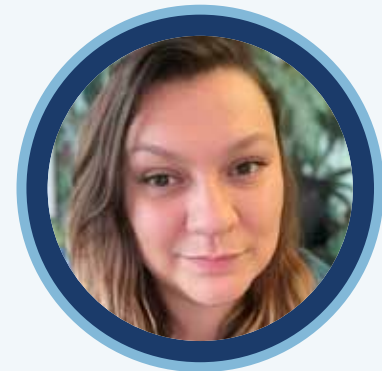
Phumzile Mnisi

Strategic Partnerships Manager,
Old Mutual Insure



Pieter Groenewald

CEO,
Nfinity



Robyn Macmillan

AI Specialist,
Oxford Professional Education



Sithembile Ntombela

Acting CEO,
Brand South Africa



Tarisai Moffat

Co-Founder,
Gateway Synergy



Tendai Luwo

Head of Strategy,
David & Langton

Annual IMM Marketing Conference 2023 Speakers



Thebe Ikalafeng
Founder,
Brand Africa



Toni Gumede
Manager in the office of the CEO,
Brand South Africa



Annual IMM Marketing Conference 2023 Exhibition

The IMM Conference Exhibition kicked off with a bang, exuding an energy that set the tone for a dynamic day ahead.

Leading industry players such as Proudly SA, Production X, Ignition Marketing, and the IMM Graduate School & Institute created a vibrant atmosphere. Feedback from exhibitors was resoundingly positive, emphasizing a unique level of engagement compared to other conferences.

The strategic placement of the exhibition, just outside the conference room, coupled with sleek slimline booths, made connecting and engaging with delegates exceptionally convenient. The Expo was more than just a space; it was a dynamic hub where meaningful connections thrived.



Annual IMM Marketing Conference 2023

Testimonials

Ernest & Tanya James, The Markethear

"We are writing to express our heartfelt gratitude for the outstanding conference recently hosted by the IMM Institute. The event was truly exceptional, and we wanted to convey our appreciation for the meticulous planning and execution that made it a resounding success. The choice of speakers was exemplary, each delivering insightful presentations on relevant marketing topics. The depth of knowledge and expertise shared by the speakers added immense value to the conference, leaving us both informed and inspired. We must commend the choice of the Master of Ceremonies, Govan Whittles, whose engaging presence and seamless facilitation contributed significantly to the overall success of the event. His ability to keep the audience engaged and the program flowing smoothly was truly commendable. Furthermore, we cannot overlook the culinary delights provided during the conference as well as at the awards evening! The attention to detail in selecting delicious and varied food options did not go unnoticed. The catering added a delightful touch to the entire experience, and we applaud the efforts made to ensure the satisfaction of the attendees. Overall, the IMM demonstrated a commitment to excellence, providing a platform that not only addressed pertinent marketing issues but also created an enjoyable and enriching experience for all participants. A huge thank you for considering me, Tanya, as a finalist in the category, Emerging Marketer of the year, 2023. I am delighted, humbled and honoured to be a finalist. My certificate is on my wall as daily inspiration to what hard work can bring forward. Once again, thank you for your dedication to delivering a conference of such high quality. We look forward to attending future events hosted by the IMM Institute and continuing to benefit from the knowledge and insights shared in your educational forums."



**Sithembile Ntombela,
Acting CEO, Brand
South Africa**

"Interesting conversations, well done IMM Institute!"



**Nande Hadebe,
Segment Manager,
MTN**

"Great conversations with great insights. Thank you IMM Institute!"



**Wagieda Pather,
Marketing Insights
Specialist, Sanlam**

"I enjoyed the speaker lineup the most. The content was thought provoking and stimulating."



**Shakila Singh, Project administrator,
Bonitas Medical Fund**

"Amazing insights were shared, I enjoyed every bit of IMM's conference 2023!"



**Sibusiso Nyembe, Business
Development Manager, Lerato Agency**

"I have attended the conference since the first day. The conference has been nothing but exciting, insightful and inspiring. Coordination and organisation of the conference is of the highest level I have seen so far. Well done and keep it up"



**Pieter Groenewald,
CEO, Nfinity**

"Thanks for hosting us, besides a learning experience for me, it was lots of fun as well."



The IMM Marketing Excellence Awards 2023



Annual IMM  Marketing
Conference 2023



IMM Marketing Excellence Awards 2023

The IMM Marketing Excellence Awards recognised and honored those individuals and teams who had made significant contributions to the marketing industry. The winners and finalists were awarded at the Awards dinner where each nominee, finalist, and winner represented a chapter in the ever-evolving story of marketing excellence.





Marketing Student of the Year

This Award acknowledges the outstanding achievements of marketing students who are the future of our industry.

Sponsored by



UXI Private Education Group comprises 43 specialised private educational institutions across Europe and Africa. Our core commitment centres on nurturing individuals for holistic development, enabling them to acquire exceptional skills and knowledge, and effectively apply them in their chosen careers.

We are resolute in our mission to transform lives through comprehensive training and skills development, offering programs such as artisan development, learnerships, business education and various skills initiatives.

These empower our learners with the knowledge and practical skills needed for success in their professional roles, enhancing their communities and guiding them in achieving their life's purpose.

Dhashika Ramgolam

An accomplished professional, Dhashika is not just a Digital Marketing Manager with 15 years of experience; she is an academic achiever who consistently excels, currently pursuing her honours degree while managing a full-time role as a digital marketing manager. In addition to her outstanding career and academic pursuits, Dhashika is a visionary entrepreneur who runs a thriving award-winning digital marketing agency alongside her other commitments. Her unwavering commitment to achieving excellence in both her studies and professional endeavours exemplifies her passion for the field. Dhashika embodies the perfect balance of experience, education, and entrepreneurship, making her a remarkable figure in the world of digital marketing.





Emerging Marketer of the Year

This Award recognises the rising star in marketing who has shown exceptional promise and potential.

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BRX Group is one of the leading suppliers of rigging, lighting, sound and screens. We offer complete AV solutions for any event and any budget. At BRX Group it's not just about providing you with an AV system, it's about exceeding your expectations. BRX Group is able to offer our complete range of services in-house. So when you come to us for your audio visual needs, you get everything under one roof – from project planning to equipment supply and installation.

Pat Mahlangu

Pat Mahlangu (32) is a seasoned marketing and media entrepreneur with over 12 years of experience. In 2016, he founded Pat on Brands, a digital media platform where he evaluates brands. Pat holds a BCom in Information Management, BCom Honours in Marketing Management, and an MCom in Business Management from the University of Johannesburg. He's also an internationally certified digital marketer from the Digital Marketing Institute in Ireland.

Pat previously lectured at the University of Johannesburg and Boston Media, focusing on marketing. In 2020, he launched Lerato Agency, serving both local and international brands. Pat's commitment to inspiring young people led to the creation of the Top 16 Youth-Owned Brands Awards, celebrating youth excellence in brand building.

Pat's industry involvement includes serving on the IAB South Africa Education Council, acting as an Advisory Board Member at Tshwane University of Technology's Department of Marketing, Supply Chain & Sport Management, and being a committee member of AMASA. He's also part of the analysis team at Brand Africa. In 2023, he was recognized as one of the Top 200 Young South Africans by Mail and Guardian and became a Play Your Part Ambassador for Brand South Africa.





Marketer of the Year

This Award celebrates the individual marketer who has demonstrated excellence in their field.

Sponsored by



IMM Graduate School is a distinguished South African institution for private tertiary education that specialises in marketing and supply chain management qualifications. Our unwavering commitment to exceptional education aligns with a dedication to nurturing our students potential.

Since 1960, the IMM Graduate School has been a leader in industry-endorsed distance learning, graduating over 19,000 students. Our expertise in business education equips graduates to excel in today's dynamic business environment, allowing them to contribute positively to both the local and global economies.

We offer diverse learning options, including online distance learning, traditional in-person instruction and hybrid combinations of both. This flexibility empowers IMM Graduate School students to seamlessly integrate their education with their professional and personal development for a comprehensive academic experience.

Chantal Sombonos – Van Tonder

Chantal Sombonos is the CEO of Chicken Licken, the beloved South African brand founded by their father, George Sombonos, in 1981, has been dedicated to preserving the company's heritage while guiding the brand to unprecedented success since assuming the role in 2016. The brand has garnered numerous accolades under their leadership, including 133 Loeries and seven consecutive 'Brand of the Year' awards since 2017. In 2020, the CEO was honored with the prestigious Loeries Marketing Leadership and Innovation award. The brand's global recognition extends to eight D&AD Pencils and a Bronze Cannes Lion, a testament to their commitment to pushing creative boundaries in the marketing industry.





Corporate Marketing Team of the Year

This award honours the collaborative efforts of a high-performing marketing team within a corporation.

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Inspiring new ways

Brand South Africa is the official marketing agency of South Africa, with a mandate to build the country's brand reputation, in order to improve its global competitiveness. Brand South Africa's primary focus is to develop and implement proactive, coordinated marketing and communications reputation management strategies for South Africa. Our main objective is to market South Africa to both domestic and international audiences, positioning South Africa as a competitive investment destination, and inspiring and instilling active citizenship amongst South Africans.

Tiger Brands - Albany Brand Team

Tiger Brands is a leading South African consumer goods company with a rich heritage dating back to 1921. With a commitment to nourishing and uplifting communities, Tiger Brands has become a household name across South Africa, offering a wide range of heritage food and beverage products that cater to diverse tastes and preferences. At the heart of their homegrown company is the Albany Brand Team.





Lifetime Achievement Award

The lifetime achievement Award honors an individual whose career has left an indelible mark on the marketing profession.

Sponsored by



Established in 1896, The South African Breweries (SAB), a part of AB Inbev, is South Africa's foremost brewing company. With seven breweries and 44 depots, SAB offers a diverse beer portfolio featuring iconic brands like Castle Lager, Hansa Pilsener, and Carling Black Label. SAB employs around 5,700 individuals and collaborates with nearly 3,739 suppliers, supporting over 140,000 jobs in the beer value chain. The company sources high-quality ingredients from more than 1,277 local farmers, ensuring that 97% of their beer production is locally sourced. SAB is dedicated to sustainable investments and economic growth. Recently, SAB redefined its purpose to "We Dream Big to Create a Future with More Cheers," which reflects the company's values and vision. They have also introduced a reimagined logo, encouraging South Africans to view beer in a new light.

Brand Pretorius

Brand Pretorius has been selected as the recipient of the Lifetime Achievement Award for his outstanding and unparalleled contributions to the field of marketing. With a career that spans decades, Brand's journey began at Toyota South Africa in 1973, where he steadily rose through the ranks and played a pivotal role in making Toyota a market leader in both sales and customer satisfaction. His impressive track record continued as he took the helm at McCarthy Motor Holdings, skillfully rescuing the company from financial distress and saving thousands of jobs. Under his leadership, McCarthy's annual turnover exceeded R25 billion, selling approximately 75,000 new and used vehicles annually. Brand's achievements extend beyond his professional career, as he has actively served on numerous boards, received honorary professorships, doctorates, and prestigious awards, such as the Automotive Industry Development Council's Lifetime Achievement Award. His notable literary contribution, the book "In the Driving Seat - Lessons in Leadership," demonstrates his thought leadership and commitment to sharing his knowledge. His exceptional journey, characterised by unwavering integrity and a commitment to literacy through initiatives like the Rally to Read, makes Brand Pretorius an exceptional and deserving recipient of the Lifetime Achievement Award.



Marketing & Press



Annual IMM  Marketing
Conference 2023

Digital Marketing



Annual IMM  Marketing
Conference 2023

Event Website



The Smart Procurement team developed an IMM Marketing Conference Website to ensure that all event-related information is readily accessible.

Website Acquisition

Total Page Views

The IMM Marketing Conference website had **9656** Page views with **6700** being NEW visitors and **973** being returning visitors that spent an average **47** seconds when visiting the website between August and November.

Traffic Acquisition

Direct	2124
Email	1420
Organic Social	1308
Organic Search	1238
Referral	508
SMS	356
Other	259
Paid Other	17
Paid Social	12
Paid Search	1

Event Website

Book Now

770

2 Day Delegate + Awards Product

206

Prospectus

102

Awards Dinner only Product

145

Annual IMM Marketing Conference

1083

Speakers

128



Home Page

1801

Conference Programme

970

Awards

779

Partners

87

Cart

206

Checkout

114

Annual IMM Marketing
Conference 2023

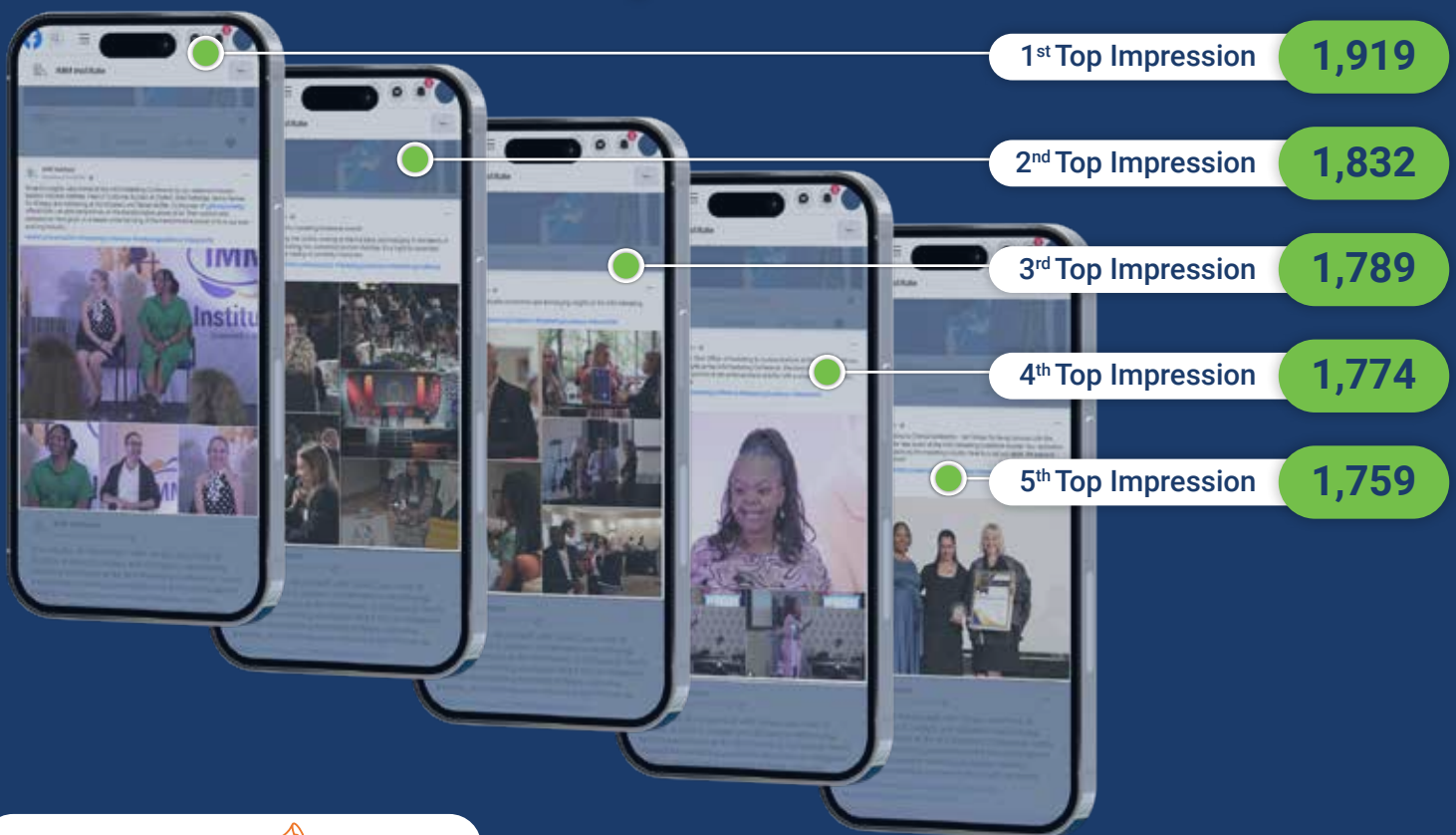
Social Media Campaigns



A total of **96** social media posts were shared across **3** social media platforms.

The total post impressions amounted to **62,862**.

Top Posts



Social Media Paid Campaigns

Facebook



Campaign Run 1

Impressions

328,502

Link Clicks

2,211

Campaign Run 2

Impressions

168,222

Link Clicks

674

LinkedIn



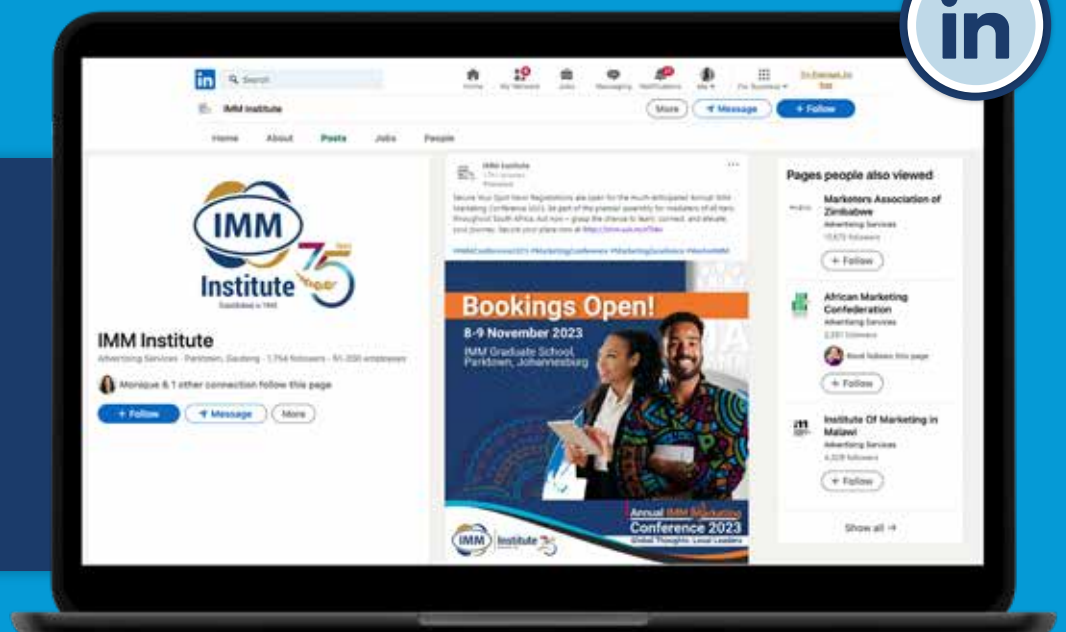
Campaign Run

Impressions

143,419

Link Clicks

986



Direct Marketing



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Conference 2023

Email Campaign

In the weeks leading up to the event, a comprehensive email campaign was executed, with a total of 20 communications sent out to an audience of over 25,000 marketing professionals.

IMM Institute

General Contacts
12,489

Student Contacts
3,791

Corporate Contacts
470

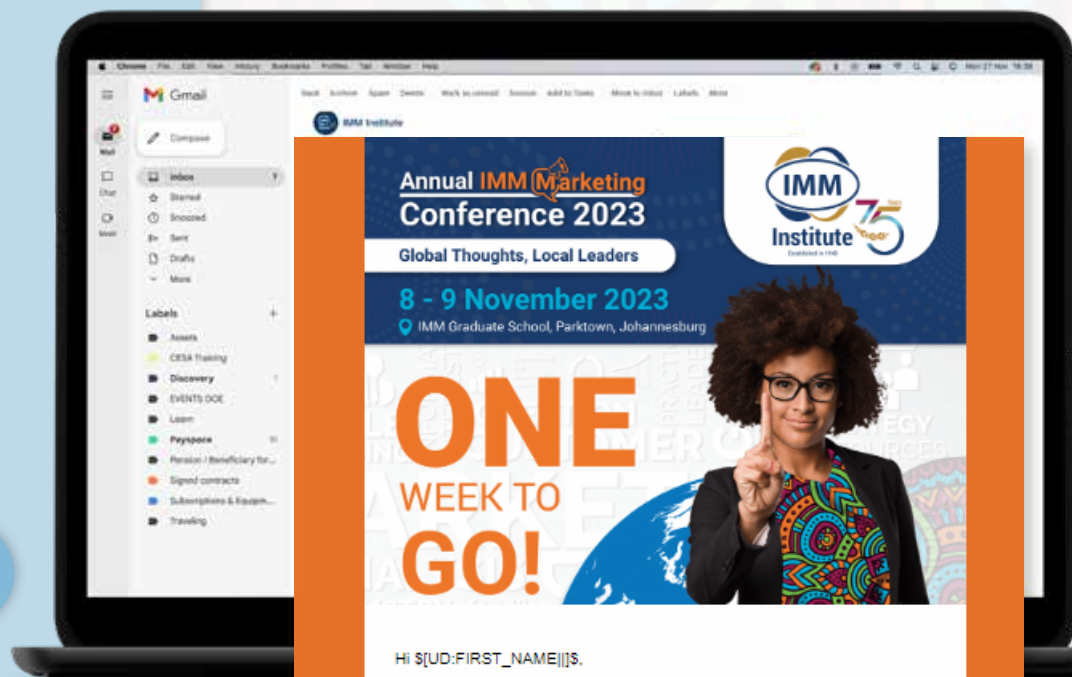
Target Contacts
996

Smart Procurement World

Marketing Contacts
2,981

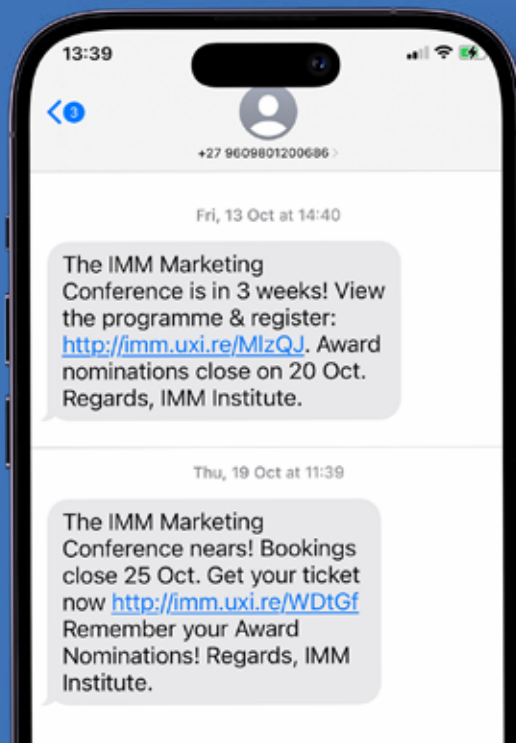
Partners

SAPICS Contacts
4,788



Annual IMM Marketing
Conference 2023

SMS Campaign



2 promotional SMS communications were sent out to over **13,533** marketing professionals in the lead-up to the event.

WhatsApp Campaign

WhatsApp messaging was also used as a communication channel leading up to the event. The audience targeted through this platform included students, associates, partners, and other members within our close networks.



Online Press releases

Pre-event Release

3 pre-event press releases were published for the Annual IMM Marketing Conference and Awards.

Topic 1

Artificial Intelligence, augmented virtual reality on the agenda at IMM Conference

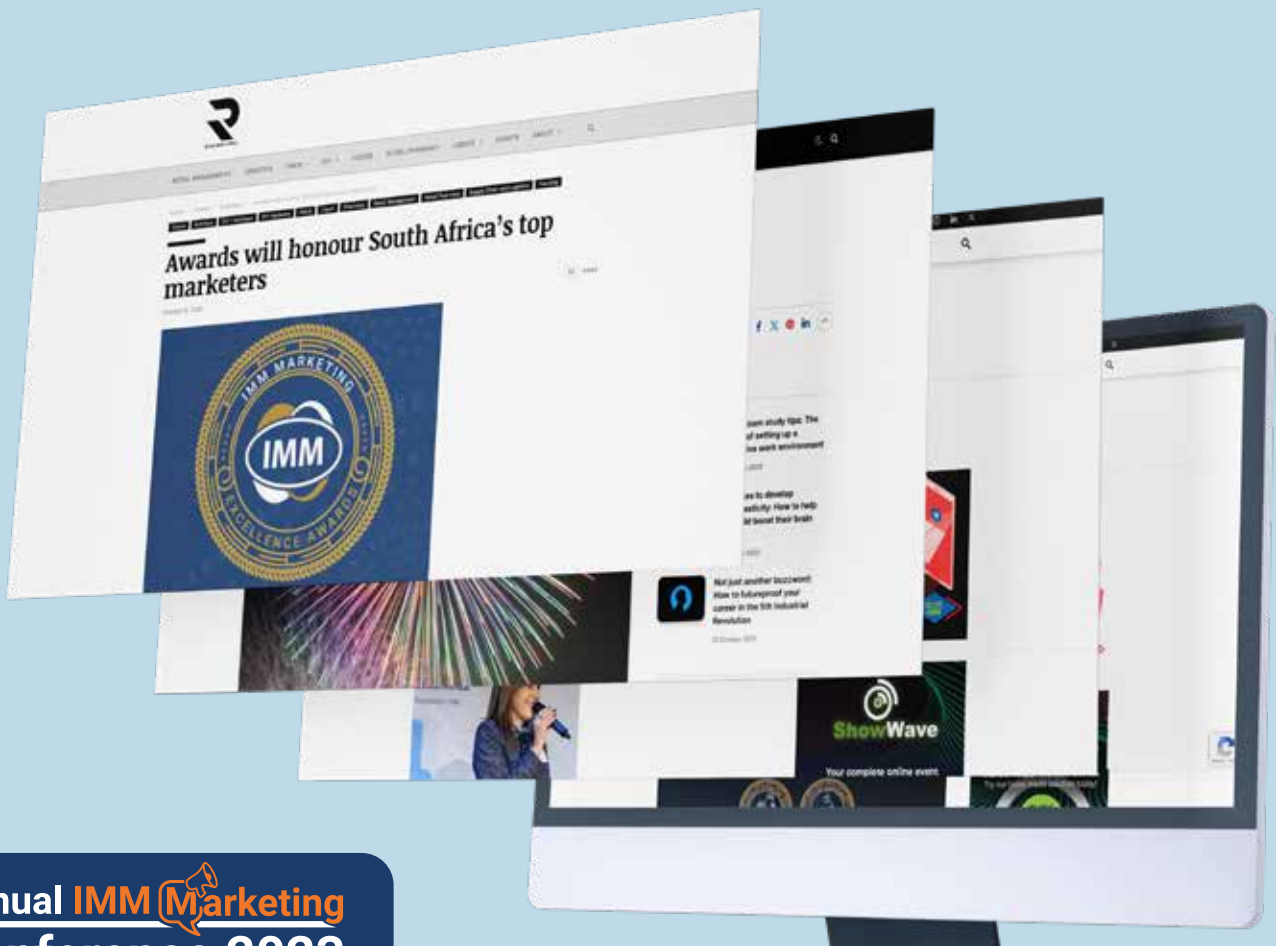
Topic 2

Awards will honour South Africa's top marketers

Topic 3

Marketer of the Year finalists announced

A total number of 11 696 778 readers and website visitors were reached during the event promotion.



Online Press releases

Pre-event Release

Topic 1

Artificial Intelligence, augmented virtual reality on the agenda at IMM Conference

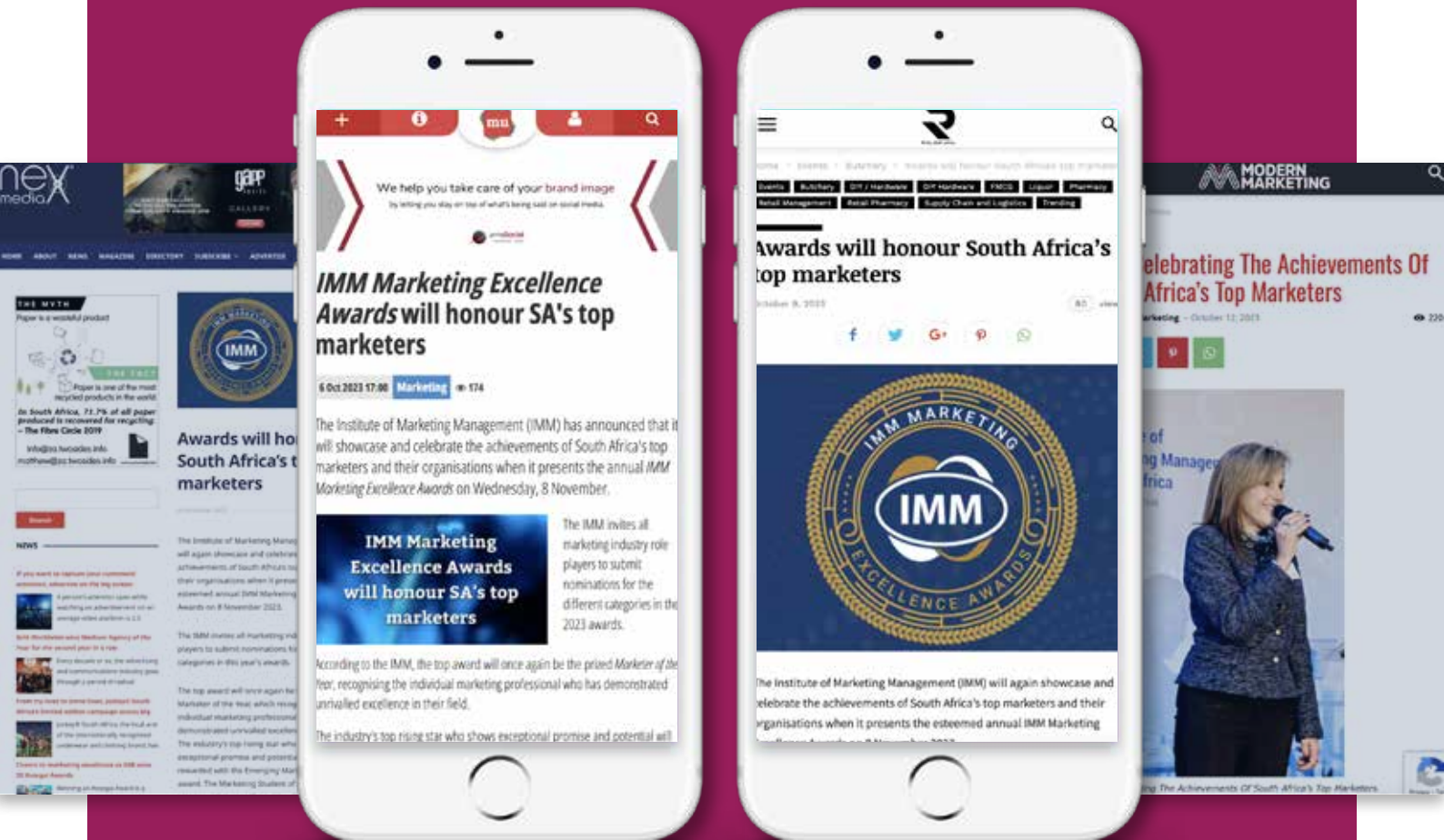


Online Press releases

Pre-event Release

Topic 2

Awards will honour South Africa's top marketers

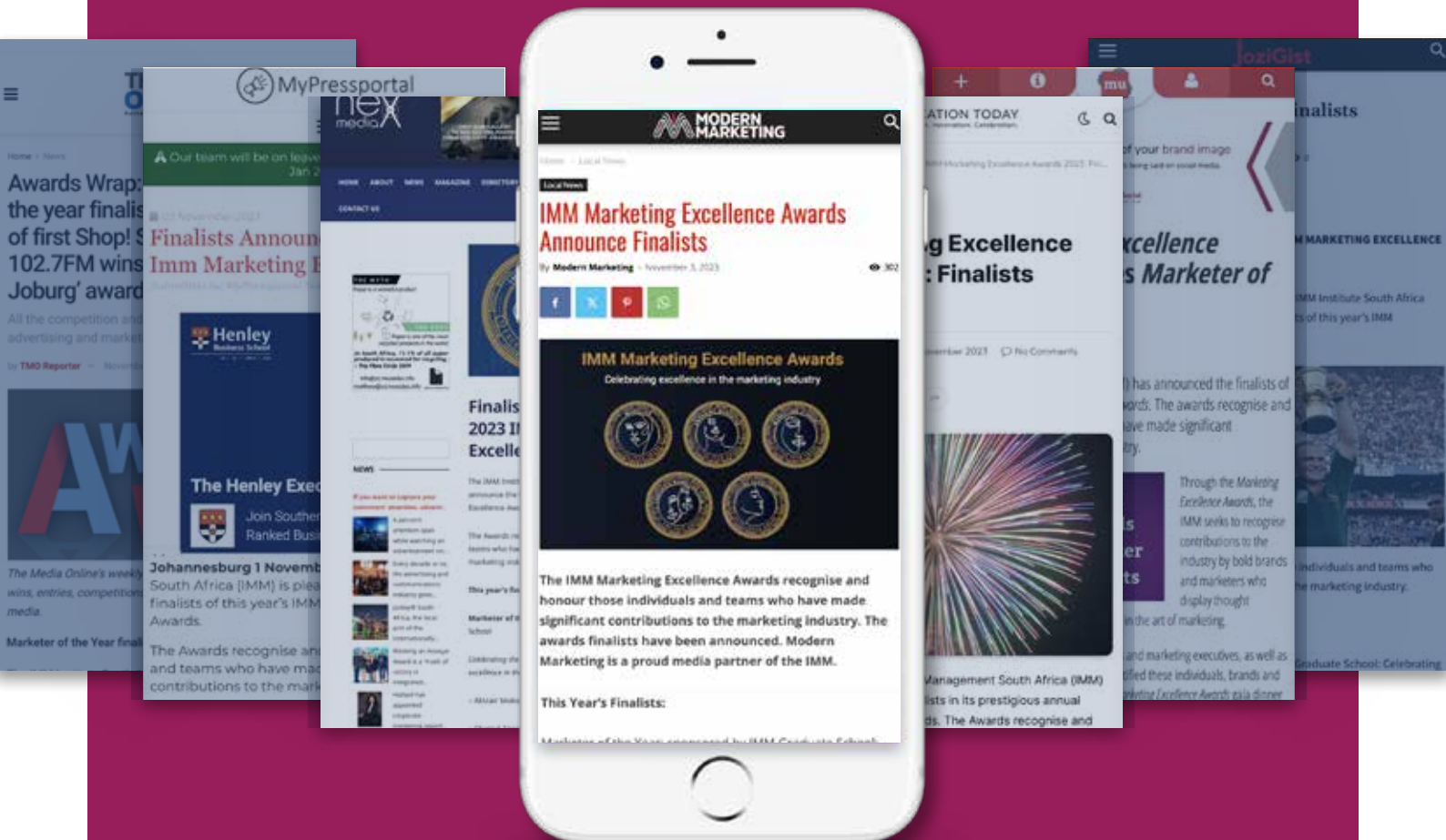


Online Press releases

Pre-event Release

Topic 3

Marketer of the Year finalists announced



Online Press releases

Post-event Release

Topic 1

IMM Marketing Excellence Awards 2023 winners announced

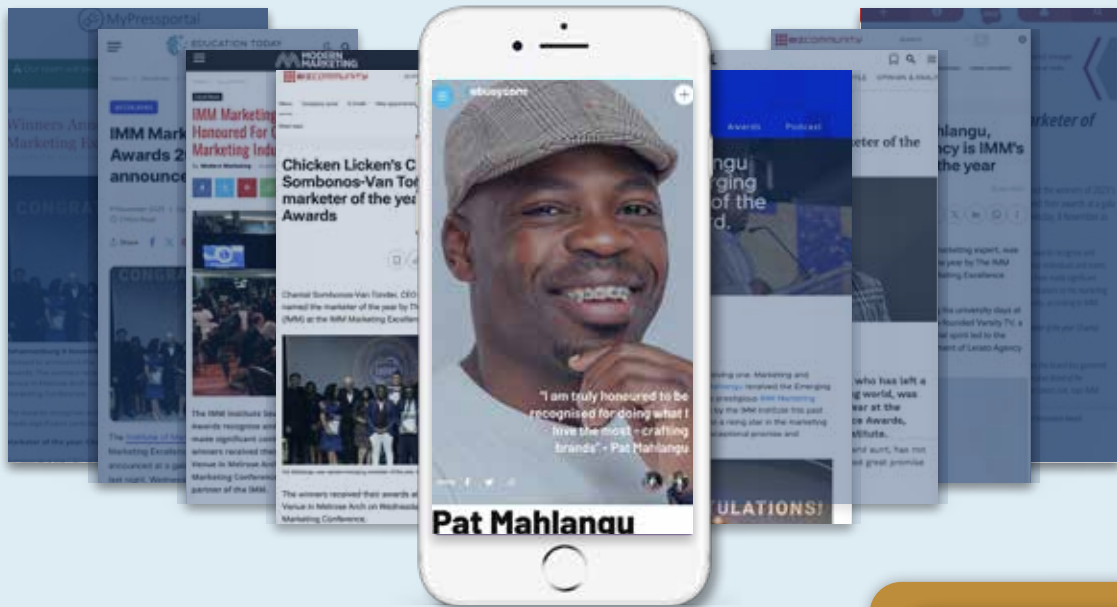


Online Press releases

Post-event Release

Topic 1

IMM Marketing Excellence Awards 2023 winners announced



Press releases shared by our media partners:



Scan the QR code to view Press Releases



In addition to the sharing of our press releases by our media partners, they were also published on the following publications:



Annual IMM Marketing Conference 2023

Print media

Rapport

Pre-event press releases were published in various print publications reaching an audience of **64 600** readers in Gauteng, Free State, KZN, and the Eastern Cape

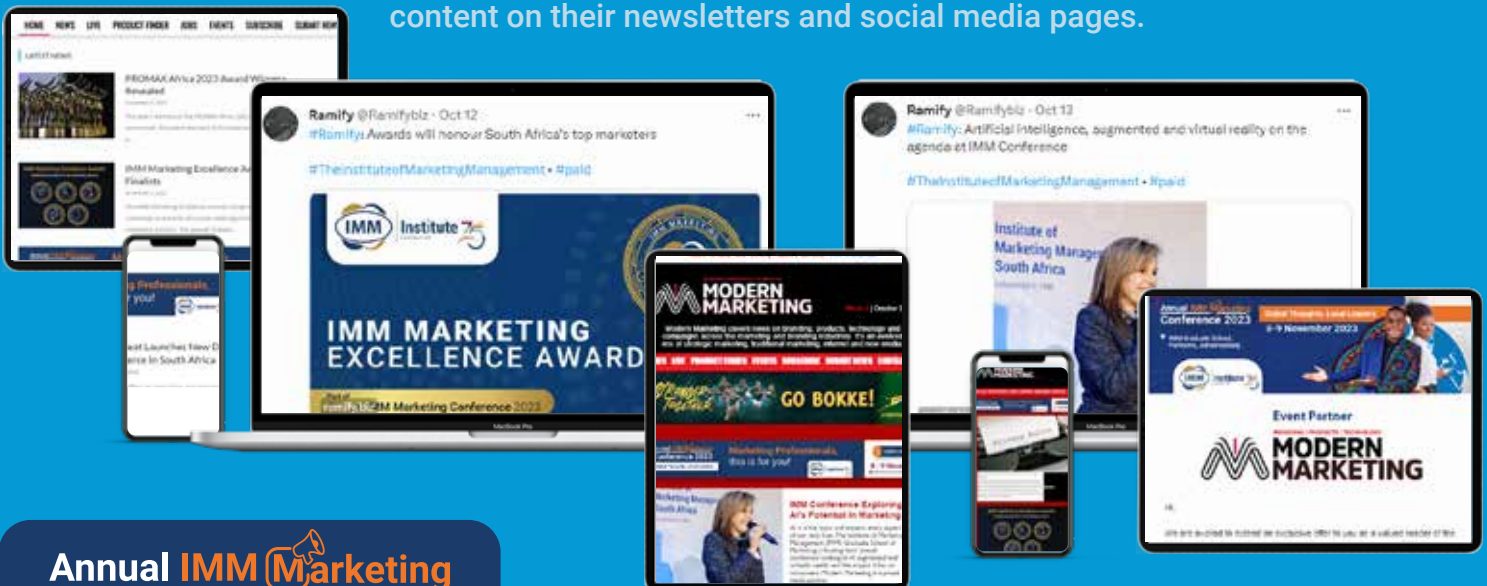
Radio



The CEO of IMM Institute, **Irene Gregory** was interviewed on **Channel Africa** and **Hot102.7 FM** which reached an audience of over **200 000** listeners.

Newsletter and web banners

The event banner was displayed on **2** of our media partners website and social media platforms. They also shared our event banners and content on their newsletters and social media pages.



Annual **IMM Marketing** Conference 2023

Prospectus

A total of **81** prospectuses were downloaded from the website leading up to the event and **11,200** prospectuses were sent via email.



Awards Brochure

The Awards Brochure was viewed 179 times on the website.



Conference & Awards Guide

A total of 180 Conference & Awards Guides were handed out at the event that included all event and Awards related information.



Event Buzz





BRANDING | PRODUCTS | TECHNOLOGY

**MODERN
MARKETING
MEDIA**

www.modernmarketing.co.za

Modern Marketing covers news on branding, products, technology and campaigns across the marketing and branding industries.

It's an evolved mix of strategic marketing, traditional marketing, internet and new media. Modern Marketing is a proud media partner of the IMM Marketing Conference.



NEWSLETTER

READERS CAN LOOK FORWARD TO:

- **Breaking news:** the latest marketing, branding, advertising and industry news.
- **Industry insights:** thought pieces on industry trends, tips on creating successful campaigns and more.
- **Interviews:** industry experts share their thoughts and their road to success.
- **Events:** all the industry awards coverage and upcoming marketing and branding events.

MODERN MARKETING JOHANNESBURG EXPO

Also remember to save the date for the Modern Marketing Expo, where companies will be showcasing solutions in marketing, graphics, signage, commercial print, branding, digital printing, T-shirt printing, vehicle graphics, digital packaging and more.

11-13 September 2024
at the Gallagher Convention Centre.

Modern Marketing is an evolved mix of strategic marketing, traditional marketing, internet and new media, and better results measurement.

MORE effective.
cost-efficient.
measurable.
targeted.
social and
mobile.

Don't miss out on breaking marketing and branding news:

Scan this QR code to subscribe now.

