

Annual

# IMM Institute Conference

## Fusion of Functions

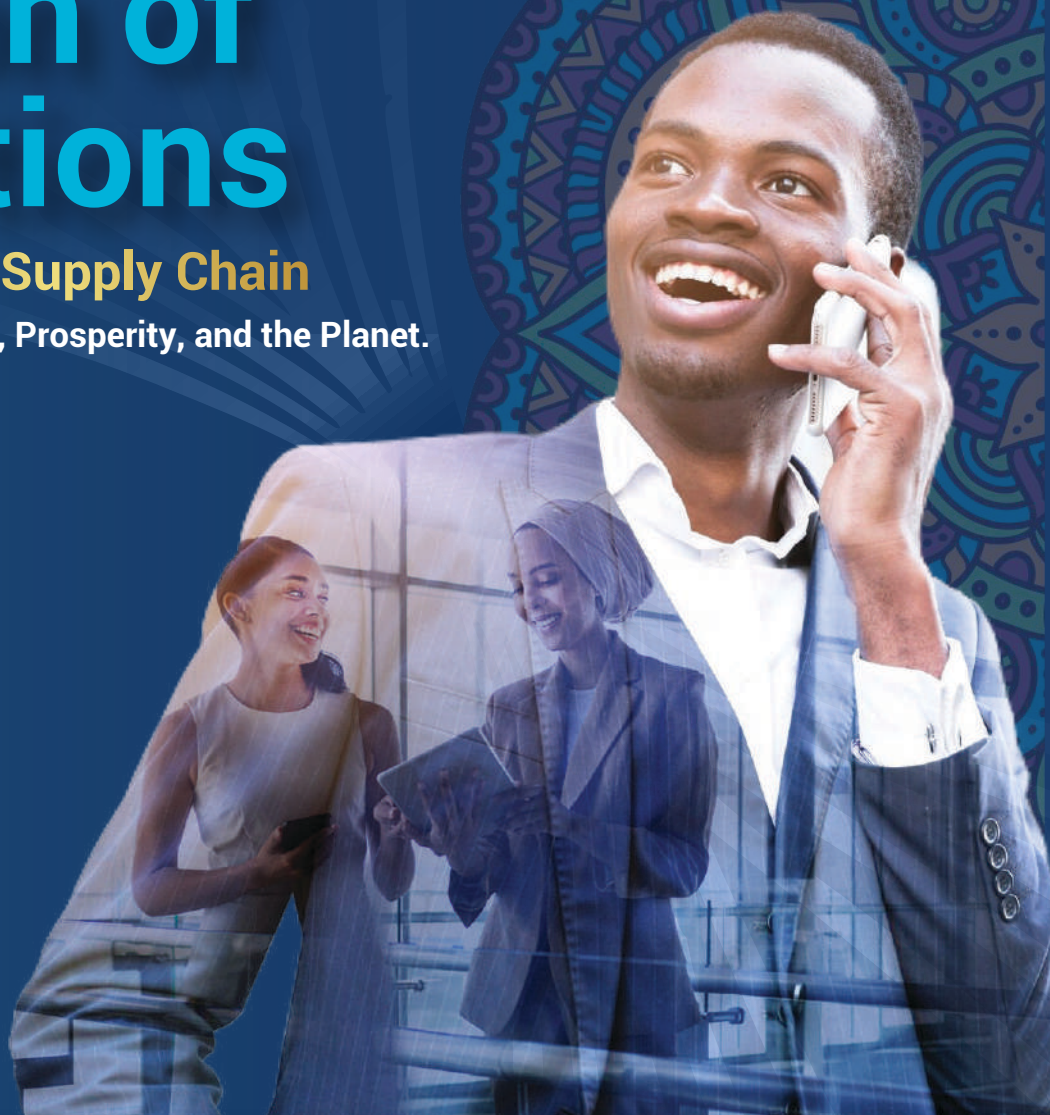
Marketing and Supply Chain

Partnership for People, Prosperity, and the Planet.



Institute

Established in 1948



17 October 2024

IMM Graduate School, Parktown, Jhb.

Conference Prospectus 2024

# About Us

The IMM Institute has for decades been the pre-eminent marketing institute in Southern Africa, bringing together like-minded individuals to share thoughts and experiences within the rapidly changing industry environment.

The Institute has grown tremendously, incorporating professional skills development in both Marketing and Supply Chain, essential fields for successfully navigating the African and global markets.

It also offers a wide range of value-added products and services for professionals who are Associates in either an individual or corporate capacity.



## Annual IMM Institute Conference



The Annual IMM Institute Conference is an inclusive event for all levels of marketing and supply chain professionals. The theme for this year's conference is

**Fusion of Functions:  
Marketing and Supply Chain -  
Partnership for People, Prosperity, and the Planet.**

Attendees will engage with practical case studies, panel discussions, and insights from both local and international industry leaders. The conference will elaborate on the needed synergy between marketing and supply chain functions, emphasising their collective mission to advance people, prosperity, and the planet.

## Featuring the IMM Institute Excellence Awards

The IMM Institute, through the Excellence Awards, recognises contributions to the industry by bold brands and individuals who displayed thought leadership and commitment to excellence in the arts of **marketing** and **supply chain**.

A handwritten signature in gold ink that reads 'Sun'.

The Maslow  
SANDTON

# Conference Themes

In today's modern global market, successful brands increasingly rely on the seamless integration of their marketing and supply chain functions. The four conference topics are designed to concretely elaborate on how this cohesive unity can drive successful business operations, benefiting people, prosperity and the planet.

1

## **(R)EVOLUTION OF BRAND**

### **How Brands are Evolving for Modern Audiences**

Explore how brands adapt to today's age by aligning with modern consumer trends, values and sensibilities.

2

## **BALANCING TALENT AND TOOLS**

### **Emotional Intelligence and Authenticity in the Digital Age**

Gain insights on building a strong brand that effectively utilises new technologies while maintaining a human-centric consumer approach.

3

## **ESG IN MARKETING AND SUPPLY CHAIN**

### **Balancing the Circular Economy – Environmental, Social, and Governance Issues**

Discover how to balance ESG principles with marketing and supply chain strategies to create a sustainable and socially responsible brand.

4

## **FROM SILOS TO SYNERGY**

### **Breaking Down Barriers to Fuse Marketing and Supply Chain Functions**

Explore how marketing and supply chain potential can unite to create cohesive, powerful brands.

# The Audience

The Annual IMM Institute Conference is designed for marketing and supply chain practitioners across South Africa, including:

MARKETING

- Marketing Executives & Directors
- Marketing Analysts
- Marketing Coordinators
- Marketing Consultants
- Marketing Managers
- Marketing & Promotions
- Brand Managers
- Marketing Specialists
- Business Owners
- Ad Agency Staff
- Entrepreneurs
- Social Media Marketers
- Digital Marketing & SEO Specialists

- Supply Chain Managers
- Logistics Managers & Coordinators
- Procurement Specialists
- Inventory Analysts
- Demand Planners
- Supply Chain Analysts
- Transportation Managers
- Production Planners
- Supply Chain Consultants
- Operations Managers
- Import/Export Coordinators
- Supply Chain Risk Managers

SUPPLY CHAIN



# Solutions our audience is looking for

Customer Insight Marketing  
Direct Marketing  
Inbound Marketing  
Event Marketing  
Demand Generation  
Public Relations  
Telemarketing  
Marketing Automation  
Professional Development  
Market Research  
Digital Marketing  
Social Media Marketing  
Branding  
Lead Generation  
Content Marketing  
Advertising  
Relationship Marketing  
Measuring and Analytics  
Integrated Strategies  
Procurement Management  
Supplier Relationship Management  
Logistics Management  
Inventory Management

Supply Chain Analytics  
Supply Chain Strategy  
Sustainable Supply Chain Management  
Supply Chain Technology Integration  
Forecasting and Demand Management



sustainable operations  
business  
INDUSTRY  
opportunities  
talent  
ethical  
PROFESSIONAL  
FUSION OF  
FUNCTIONAL  
panel discussions  
AUTHENTICITY  
marketing  
TECHNOLOGY  
on  
AND  
work

# Your Opportunity

## Conference Title Sponsor

### Own the event as the Title Anchor Partner

Limited to One\*

- Overall branding of the conference venue
- Opening Keynote in Plenary - Senior Decision Maker - Thought Leadership
- Sponsor mention and placements in all event advertising
- Cross-promotion of the conference in the Sponsor's Social Media Handles
- Sponsor logo to feature in all promotional communication about the conference complimentary
- Ten delegate passes to the conference and gala dinner
- Provision of delegates database
- Exhibition space
- Post Event Report

**Investment Cost:** ZAR 125 000 (ex VAT)

### Other Conference Sponsor options include:

- Lanyards
- Swag Bags
- Conference Stationery
- Luncheon and Refreshments

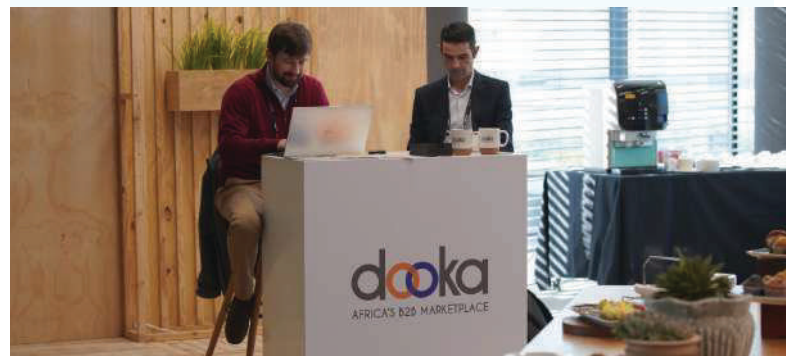


## Conference Event Partner

### Benefits Include:

Limited to Five\*

- Positioned as a partner to the event on all conference collateral, including email campaigns
- Inclusion of logo on event website and collateral
- Two conference passes to attend the conference (valued at ZAR 4 950 each)
- Two passes to the awards gala dinner
- Built design stand



**Investment Cost:** ZAR 25 000 (ex VAT)

### Elevating your presence through a tailored Sponsor Package

Showcase your leadership and elevate your brand by taking a tailored sponsorship package.

Book a meeting with our team and explore the best fit for you.

\*All sponsor packages can be tailored specifically to suit your objectives and budget.

# IMM Institute Excellence Awards

The IMM Institute, through the Excellence Awards, recognises contributions to the industry by bold brands and individuals who displayed thought leadership and commitment to excellence in the arts of **marketing** and **supply chain**.

Three finalists will be selected for each category, and the winner will be announced at the Annual IMM Institute Conference Awards Dinner.  
**17 October | 19:00**  
**Maslow Hotel in Sandton**



*Sun*  
**The Maslow**  
SANDTON

## Awards Title Sponsor

Limited to One\*

- **Exclusive branding:** The title sponsor will be the only sponsor featured in the Award's name. This will give the sponsor a high level of visibility and recognition.
- **Logo placement:** The title sponsor's logo will be prominently displayed on all marketing materials for the event, including the website and invitations.
- **Speaking opportunities:** The title sponsor will be invited to speak at the event and introduce the awards.
- **Table sponsorship:** The title sponsor will receive a table for 10 guests at the Awards banquet. This will give the sponsor the opportunity to entertain clients and prospects in a high-profile setting.
- **Two Delegate passes** for the Conference.
- **Social media promotion.**
- **Category sponsorship:** The title sponsor will have the opportunity to sponsor a specific awards category.

## Category Sponsor

Limited to One per Category\*

- **Logo placement:** The category sponsor's logo will be prominently displayed on all marketing materials for the Awards, including the website and invitations.
- **Award category presentation:** The category sponsor will be invited to present the award for their category.
- **Table sponsorship:** The category sponsor will receive two Conference and Awards banquet tickets.
- **Social media promotion:** The event organisers will promote the event on social media. The category sponsor will be mentioned in all social media posts about the event.

**Investment Cost:** ZAR 95 000 (ex VAT)

**Investment Cost:** ZAR 40 000 (ex VAT)



Chat to our team of experts and let us help you tailor-make a package to suit your specific strategy and budget.

General Enquiries

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**Thank You** to our Corporate Associates



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LASER

NASHUA

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