

# IMC Conference sets the mark in the Mother City

Living Your Brand proudly hosted another successful edition of the Integrated Marketing Communication Conference at the Crystal Towers Hotel and Spa on 5th and 6th June 2012.





With a great line-up of speakers including, Mike Sharman(Retroviral),Neo Mashigo (DraftFCB), Christine da Silva (Neo@ogilvy), Ivan Johnson (140 BBDO), Jason Xenopoulos (Native), Prakash Patel and Tim Bishop (Prezence Digital) as well as Keith Lindsay and Paul Geary (Prima Integrated Marketing)the IMC Conference attracted a number of marketing minds looking to gain more insight into various topics and trends. Delegates were given an opportunity to choose their workshops and direct a scope of questions to the speakers prior to the conference via Twitter; allowing for a tailor-made conference for all who attended.

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