

# Habari Media digital symposium lures top international speakers

The line up for the 2010 Habari Media symposium, 7 and 8 April, is jam packed full of international and local guest speakers who will address key topics on a diverse range of digital marketing topics. This year's event looks to set new benchmarks in its bid to share knowledge in and around the online environment.



The highlight will be international guests, Isla Macleod from the BBC, who will be talking about growing brands in 2010 through digital, social and interactive media, and Trevor Johnston from Facebook, who will present innovative strategies for local marketers who wish to maximize impact on Facebook.

This year also see's the introduction of the 101 break-away sessions which will provide delegates with quick and insightful workshops on fundamental topics such as: (1) How ad serving works, (2) How to innovate creativity online, (3) How to effectively plan online media, and (4) Understanding online advertising.

## Top speakers

The 2010 Habari Media Symposium has confirmed the following local and international experts to speak at the event:

- Isla Macleod (BBC.com): BBC.com's global reach and the launch of EMS Africa research in June 2010;
- Trevor Johnson (Head of Strategy & Planning, EMEA, Facebook: Understanding Facebook and how it applies to the SA market;
- Adrian Hewlett (Habari Media): SA online landscape
- Ben Wagner (Stonewall): How local brands are pioneering new creative boundaries.

The event will once again be held at Spier Wine estate in Stellenbosch, Cape Town.

Tickets for the symposium cost R1500 per person and this includes all accommodation, meals and refreshments.

For bookings, log onto:

[symposium.habarimedia.co.za/index.php/symposium/bookings](http://symposium.habarimedia.co.za/index.php/symposium/bookings).

Please note that Habari Direct has managed to secure a cost-effective rate with 1 Time for all JHB guests only for a specific flight leaving JHB on the morning of 7 April and leaving CT on the evening of 8 April. Please feel free to call Anthea

on +27 (0) 21 487 9140 to take advantage of this offer.

The Habari Media symposium is a top event which not only informs delegates on key trends within the global online marketing industry, but is also a superb networking event.

For more information log onto [symposium.habarimedia.co.za](http://symposium.habarimedia.co.za) or call Anthea at Habari Media on +27 (0) 21 4879100.

Bizcommunity.com is media partner for the 2010 Habari Media Symposium.

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