

# Unparalleled line-up of speakers at the IMC Conference in JHB

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With an impressive guest speaker line-up that includes some of the most prestigious names in the business, the **4th IMC Conference in Sandton Johannesburg** is set to alter the landscape of all aspects of marketing from print media to direct marketing, all the way to the digital and social revolutions. With only two months to go before the commencement of the IMC Conference on 15-16 October, this outstanding mix of the foremost innovators and thinkers in the industry has been hand-picked by Living Your Brand to deliver the finest cross-section of relevant content to significantly impact any business's marketing and communication strategy.



Heading up this dynamic line-up is **International Speaker Joshua-Michéle Ross (Fleishman Hillard Europe)**. Joshua currently runs the global digital account for Philips on behalf of OneVoice (a joint partnership between Ketchum Pleon and Fleishman Hillard) and is Director of Digital Strategy for Europe, Middle East and Africa with Fleishman Hillard. With over 15 years of experience developing and executing digital marketing strategies for leading brands, his current objective is to help brands adapt to an era defined by social networks. As a previous guest lecturer at Harvard University as well as regular columnist in Forbes.com and blogger on O'Reilly Radar, it is no wonder he's one of the most sought-after speakers at the

world's premier conferences.

Following this highly-acclaimed International Speaker is our unique blend of talented local speakers. They include a dual presentation hosted by top agency leaders Abey Mokgwatsane (CEO of **Ogilvy South Africa**) and Andrea Quaye (GM of **Carling Black Label**). Thereafter, Mike Joubert (Founder of **BrandsRock**); Melissa Attree (Business Developer at **Cerebra**); Melanie Minnaar (Managing Director of **Halo**); and another dual presentation by Mike Silver (CEO of **Stretch Experiential**) and Suhayl Limbada (Senior Brand Manager of **Gum at Kraft Foods**). Two mystery speakers will soon be announced to round off this exciting collection of the industries' most illustrious leaders.



Each speaker will share their most successful industry experiences, highlighting positive trends as well as advise on practical tools to improve communication tactics. Delegates will also be given the opportunity to direct a scope of questions to the speakers prior to the conference via Twitter.

**Daniel Marcus, Managing Director of LIVING YOUR BRAND** and the driving-force behind the IMC Conference, added: "As an all-round, one-stop shop for all marketing minds, the IMC Conference is set to surpass all expectations in becoming the Communication Conference of the year. Delegates can look forward to fresh and exciting content from leading industry speakers and network with like-minded peers. If you're in the marketing and communication field, the IMC Conference has to be on your calendar."

For more information, visit our website at [www.imcc.co.za](http://www.imcc.co.za), email us at [info@livingyourbrand.co.za](mailto:info@livingyourbrand.co.za), or follow us on Twitter at #imccconference.



**Melissa Attree**  
CEREBRA



**Melanie Minnaar**  
HALO



**Mike Joubert**  
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**Mike Silver &  
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