

Future of Media summit lines up top industry speakers

The second annual one-day Future of Media summit on 30 July 2013, at the Sandton Sun Hotel, has lined up industry experts as panel members from the TV, radio, newspapers, magazines, OOH and digital sectors.



In a six-hour session, they will debate crucial areas of interest in their respective sectors in front of an audience of like-minded professionals.

Engaging

At the end of the day, the collective thinking and insight will be distilled into a roadmap-document to be distributed along with the OMD SA Media Facts study.

Says Jeremy Maggs of the Future Group, organisers of the event, "In association with the [SABC](#), this event is where media professionals gather to discuss the crucial and constantly changing interface between technology, content and commercial opportunity. On a single day, this is the place where those who own, make and develop media can engage constructively with those who sell it and try to understand each other's unique challenges."

"The event offers the SABC an opportunity to increase its visibility and reputation in the media industry and to position its brand alongside the best in the world. As the only public service broadcaster in South Africa, it is imperative that it holds a position of leadership and support in all relevant industry events and media conferences such as this. Being involved in this event not only allows the organisation to create partnerships and conversations but also helps us retain and grow our position of authority and relevance in the broadcasting industry," says a spokesperson for the SABC.

Panel experts

A seasoned group of media professionals including Maggs, advertising pundit Andy Rice, digital media expert Musa Kalenga and strategist Yvonne Johnston hosts the discussions. This year's panel members are all high-reaching, well-respected players in their various disciplines:

Television (sponsored by SABC)

- SABC Television - Tshifhiwa Mulaudzi (general sales manager)
- DSTV Media Sales - Fahmeeda Cassim-Surtee (director sales & marketing)
- ENCA - Patrick Conroy (group head)
- The MediaShop - Chris Botha (group MD)

Magazines (sponsored by John Brown Media)

- Panorama Publications - Urs Honegger (MD)
- New Media - Hélène Lindsay (head of strategy & marketing)
- Applied Media Logic - Kim Weissensee (MD)
- Longevity Magazine - Gisele Wertheim-Aymes (publishing editor)
- John Brown Media - Justine Stafford (editorial director)

Out of Home (sponsored by Provantage)

- Provantage - Jacques du Preez (MD)
- Continental Outdoor Media - Barry Sayer (CEO)

- Primedia Outdoor - Dave Roberts (CEO)
- Posterscope SA - Craig Page-Lee (MD)
- Ad Outpost - Sonnet Swanepoel (CEO)

Newspapers

- Mail & Guardian - Hoosain Karjieker (chief executive)
- Omnicom Media Group - Josh Dovey (CEO)
- Media Tenor - Wadim Schreiner (director)

Radio (sponsored by Mediamark)

- SABC Radio - Eugene Zwane (general sales manager)
- Kagiso Broadcasting - Omar Essack (CEO)
- MSG Afrika Group - Given Mkhari (CEO)
- Mediamark - Elton Ollerhead (MD)
- Kaya FM - Greg Maloka (MD)

Digital (sponsored by Popimedia)

- MXit - Vincent Maher (chief marketing officer)
- Aqua - Brent Shahim (MD)
- That's It Communications - Maryke Hough (MD)
- Cerebra - Mike Stopforth (CEO)
- Popimedia - Ryan Silberman (COO)

Tickets for the event are available at R2100 ex VAT; for more information, go to www.hellocrowd.co.za/Test/futureofmedia/FOM.html

For more, visit: <https://www.bizcommunity.com>