

Marketing Indaba delivers on promise to inspire and inform

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The second annual Marketing Indaba Conference and Expo, which took place on 9 and 10 May at the CTICC, delivered on its promise to inspire and inform delegates and visitors. The theme of this year's conference was 'cutting through the clutter'. With over 16 speakers that presented sessions, workshops and panel discussions, the final word from the 250 plus delegates were: 'well done to a fantastic conference!' The event was attended by marketers, managers, advertisers and executives from both small and large corporations.



**MARKETING
INDABA**
Conference & Expo
9 & 10 May 2012
Cape Town International Convention Centre
www.marketingindaba.com

Day one of the conference saw many highlights and included presentations from: Dale Hefer (Chillibush Communications), Kevin Gaskell (International Keynote), Walter Pike (The Digital Academy), Derek Engelbrecht (Ernst & Young), Neil Hart (Boomtown), Warren Moss (Demographica), Wayne Gosling (Groupon SA), Ed Hatton (The Marketing Director) and Lorna Powe (SalesPartners Cape Town).



Brett St Clair -
Google SA

On day two, all the delegates gathered for the first presentation by Brett St Clair from Google SA. St Clair is Head of New Products for Sub-Saharan Africa and his talk focussed on putting the plus (+1) behind Google and how social media is changing online marketing. Hereafter the conference split into two tracks focussing on digital and traditional marketing.

The digital marketing track saw workshops presented by companies such as: GraphicMail, Strike Media, World Wide Creative and Google SA. While the traditional marketing track saw presentations from the likes of: HKLM, TransUnion, the president of the International Public Relations Association (IPRA) 2012 and Ninety9cents.



Kevin Gaskell

Cyrus Rogers (professional presenter and voice-over artist) together with Liezel van der Westhuizen and Katlego Maboe from the Espresso breakfast show, acted as the presenters for the conference and with their professionalism and witty remarks were able to pull the conference together and ensure the smooth running of the programme.

The intimate setting of the expo ensured that delegates, exhibitors and visitors were able to interact and network during tea and lunch breaks. Exhibiting companies included: Meltwater, Face-Box, AdMarula, Jetline E.com, Softline ACCPAC and others.



Interested parties are requested to jot down the dates for next year's indaba which will take place on 15 and 16 May 2013 at the CTICC in Cape Town. For further information please contact CADEK Media on 021 855 4750 or info@cadek.co.za. Make suggestions or comments on what you would like to see or be discussed to Marketing Indaba 2013 and stand a chance to win one of five complimentary tickets to the Indaba. To enter, simply tweet @marketingindaba or submit your comments online at www.marketingindaba.com before 31 December 2012.

Liezel van der
Westhuizen - MC
and presenter



Walter Pike - The
Digital Academy

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