

2nd Annual Thinking Mobile™ Confex features top mobile marketing line-up

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The 2nd Annual *Thinking Mobile™ Conference & Exhibition brought to you by SABC Mobile* is fast becoming the premier mobile marketing industry event. Held at the IDC in Sandton, Johannesburg on 14 and 15 April 2011 the event gives marketers and advertisers again the opportunity to get updated on the latest and most effective mobile marketing solutions.

The line up, chaired by WASPA Vice Chairman and Grapevine Interactive MD Neil Hutchinson, includes:

1. Opening Address by the CEO of the Direct Marketing Association of South Africa Brian Mdluli
2. Key note address by the MD of 4th Screen Advertising Mark Slade from the UK
3. An insight into the legal implications of mobile marketing by the founder of Chetty Law, Pria Chetty
4. A case study of the Nike Cell C football starter kit project by the Head of Mobile at Trigger/Isobar, Marc Carter
5. A presentation on personalized messaging by the VP of Online Marketing at Clickatell, Llew Claasen
6. How to mobilize businesses by the CEO of Strike Media, Russel Stromin
7. How to turn mobile mechanics into mobile marketing by the MD of MobiMedia, Tim Legg
8. How to build interactive communities around brands by the Vice Chairman of the Mobile Marketing Association and CEO of SilverstoneCIS, Raymond Buckle
9. How to integrate mobile marketing in an overall marketing strategy by Head of Marketing at Computer Facilities, Nicholas Marini
10. Authenticity: The Missing Link in Mobile Marketing is presented by the CEO of EXP Digi Kali Ilunga
11. A panel discussion, "How powerful is mobile really? The confusion around user statistics and whom we should believe", hosted by Stuff magazine editor Toby Shapshak and featuring panelists Justin Spratt (CEO at Quirk), Tim Bishop (CTO at Prezence Digital), Mark Slade (MD at 4th Screen Advertising), Ronen Aires (CEO at Student Village) and Thecla Mbongue (Senior Research Analyst at Informa)
12. Mobile in Retail & FMCG workshop with the CCO International Operations at Starfish Mobile, Sean Pashley
13. Mobile in Hospitality & Tourism workshop with SA Tourism Regional Director: Africa & Domestic, Phumi Dhlomo
14. Mobile in Sport & Leisure workshop with Founder & Director of the Digital Marketing Academy, Walter Pike
15. Mobile in Media workshop with SABC Digital Change Agent, Megan Firth
16. Mobile in Health & Beauty including Insurance workshop with joint MD of myMOBworld, Alexander Gregori

In addition, delegates can attend the exhibition with companies such as the SABC and SABC Mobile, myMOBworld, Community Buddy, Keypons, Makeda Initiatives, Mobile Masseur, Strike Media, Affinity Data, IML, Computer Facilities, Business Opportunities, Wirels the DMA, the IIDM and SilverstoneCIS and get mobile vouchers with discounts on the products and services of all exhibitors.

Delegate passes are R4,999 and include full two day access to the exhibition, ten plenary sessions, five workshops, the panel discussion, cocktail function, mobile vouchers, tea & coffee breaks, two luncheons and a copy of the Mobile Marketing Winner\$ e-handbook *"Everything you ever wanted to know about mobile marketing but didn't know who to ask"*.

Book your seat now at <http://thinking-mobile.com/registration.php> or SMS mobi to 31771 for more info (your standard network SMS rates apply).

Tune in to SABC 2 Morning Live on Monday, 11 April 2011 to learn more about Thinking Mobile™.

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