

Branding African sports organisations at AFEX2013 - Octagon Joins!

Issued by [Pinnacle Management](#)

11 Apr 2013

Dates: **17-18 April 2013** Venue: **Protea Hotel Balalaika, Johannesburg, South Africa**

AFEX 2013 organisers are delighted to add to the speaker list **Dr. Nikolaus Eberl, CEO of BrandOvation**. Dr. Eberl is the author of the bestselling book "BrandOvation: How Germany won the World Cup of Nation Branding", and the sequel "The Hero's Journey: Building a Nation of World Champions". He headed the Net Promoter Scorecard research project on **South Africa's Destination Branding Success Story during the 2010 FIFA World Cup**, and he is the co-author of the World Cup Brand Ambassador Program 'Welcome 2010' and chairperson of the inaugural 2010 FAN World Cup.

Dr. Eberl will be addressing the topic Branding Strategies for African Football Organisations at AFEX 2013 and will touch on the topics **Social Sports Marketing**: How Social Media has changed the Rules of connecting with Fans and Followers; Movement Marketing: Case Studies on how Sports Brands can build a Community of Brand Loyalists and **FAN Centricity**: How Sports Brands can place the FAN at the very centre of their Branding Strategies.

We can also confirm that **Jonathan Riley**, MD Broadcasting, Media and Sales of Octagon will also be speaking on Business and Sports Commercialism in Africa at AFEX next week.

High-level speakers

The focus of this edition will be on **"African Football Partnerships, Development, Knowledge and Best Practise."** Kirsten Nematandani, President of SAFA; Jerome Champagne, Former FIFA Deputy Secretary General, Greg Garden, Group Brand Executive, Nedbank; "Jomo" Sono, Chairman, Jomo Somo Investments; Hazel Chimhandamba, Senior Manager, Group Sponsorships, Standard Bank Group; Daryn Wober, Managing Director, Ventra Media Group; David Sidenberg, BMI Sports - learn from the experiences of our distinguished speaker panel and advance your football business strategy this year.

Interactive knowledge-sharing

The programme comprises plenary sessions, panel discussions, networking opportunities and social events, and thus leaves considerable room for fruitful exchanges. Major themes to be addressed at AFEX this year includes:

- Key Strategies to Create Value in African Football Organisations
- Football Sponsorships and Achieving Best ROI
- New Business Strategies in African Football
- Development of Women Football in Africa
- Management and Leadership Development for African Sports Executives
- Football as a Means of Social Development in Africa

For more information AFEX 2013 please contact:

Edward Abankwa

E: edwarda@pinnacle-management.com

T: +44 (0)7956 67 55 21 (UK)

Pippa Freer

E: pippa@pinnacle-management.com

T: +27 (0)82 781 4524 (RSA)

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