

Marketing's A-list stars to feature in forthcoming attraction *Marketing. The Movie*

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On 29 July 2021, you'll get to see the thrills, the action and the love story that is this year's Nedbank IMC Conference, livestreamed to your device of choice. Acclaimed as a virtual conference benchmark in 2020, this year's Nedbank IMC will present 18 speakers including four global keynotes over one day. A-list marketing stars will be coming to you live from Joburg, San Francisco, New York, Nairobi and Cape Town.



MARKETING & MEDIA

Marketing. The movie. The Nedbank IMC 2021 Conference

IMC Conference 1 Dec 2020



Global marketing mega-stars include Instagram's product marketing manager Jon Youshaei; AB InBev's US chief marketing officer Marcel Marcondes (also named as a *Forbes* World's Most Influential CMO 2020); and Susan Credle, global chief creative officer at FCB Global. Directly following their performances these stars will be inviting questions from attendees, providing a 'once in a lifetime' opportunity for marketers to get up close and personal with brands that are shaping our world.



Jon Youshaei

Starring alongside the four keynotes is a cast of equal 'heavyweight' status from South Africa and Africa. This includes Nontokozo Madonsela, chief marketing officer of Momentum Metropolitan Holdings; 48H's Victor Dlamini and Mike Stopforth; and Mike Sharman of Retroviral, to name a few. The event will be hosted by Tumi Morake, TV personality, comedian, and first African woman to have her own set on Netflix.



Marcel Marcondes

Nedbank IMC CEO Dale Hefer says that each year the Nedbank IMC presents the business case for marketing by bringing local, African and global marketing heavyweights to sell-out audiences. "This year, our speakers reflect the new era of responsible marketing that demands accountability, responsiveness and getting our hustle on to deliver to savvy audiences."



Susan Credle

For South African and African marketers, the Nedbank IMC 2021 is a chance to be a part of the virtual action, and to hear first-hand from the 'megaminds' of marketing.

The full A-list lineup includes:

Speaker	Topic
Tumi Morake, Actor and Comedian Master of Ceremonies	Conference Opening

Opening Presentation Jon Youshaei. Product Marketing Manager, Instagram International Keynote	Don't get <i>Lost in Translation</i>. How to Tell Stories that Sell. Presentation followed by a Q&A
Nontokoza Madonsela Group Chief Marketing Officer: Momentum Metropolitan Holdings	<i>Jerry Maguire</i>: Leading with Purpose
Elizabeth de Stadler, Founding director of Novation Consulting	The Information <i>Regulator</i> Strikes Back
Sydney Mbhele, Chief Executive Brand, Sanlam & MASA Chairman	Building a <i>True Romance</i> when marketing in Africa
Tebogo Motsepe, Head: Brand and Client Insights, Nedbank CIB	<i>The Matrix</i>. Fate vs. free will for marketers
Victor Dlamini and Mike Stopforth, Co-Founders 48H	How to avert a brand crisis on social media in <i>48 Hours</i>
Terryanne Chebet, CEO, Keyara Botanicals & Founder Africa's Leading Ladies International Speaker	Doing <i>The Hustle</i> Key insights from one of Africa's leading influencers.

Pepe Marais, Founding Partner and Group Chief Creative Officer of Joe Public United	<i>Basic Instinct.</i> Have we forgotten our marketing instinct?
Nunu Ntshingila, Regional Director, Facebook Africa	Products and people do fall in <i>Love Actually.</i> The power of Discovery Commerce.
Susan Credle, Global Chief Creative Officer FCB International Speaker	Presentation followed by a Q&A, hosted by Pepe Marais
Mike Brown, Chief Executive of Nedbank Group Limited and Nedbank Limited Khensani Nobanda, Group Executive Marketing and Corporate Affairs, Nedbank	How to ensure your CEO doesn't see marketing as an <i>Indecent Proposal.</i> Session facilitated by Preetesh Sewraj, CEO, The Loeries
Marcel Marcondes, US CMO: AB InBev. A Forbes World's Most Influential CMO 2020 International Speaker	Presentation followed by a Q&A, hosted by Andrea Quaye, Senior Director, Global Category Lead Coffee Coca-Cola
Mike Sharman, Founder: Retroviral	From zero to viral in 96 hours. Learnings from an <i>Octopus Teacher.</i>
Monalisa Zwambila, CEO and Founder, Riverbed	<i>Jungle Fever.</i> Making diversity in marketing the star of the show.

Sylvester Chauke, Chief Architect, DNA Brand Architects	Have honesty and basics in brand building <i>Gone with the Wind?</i>
Dale Hefer, CEO: Nedbank IMC	<i>It's a wrap.</i> Conference close and awarding of Bursaries and prizes.

To find out more, and for ticket bookings, visit www.imcconference.com

Tickets priced at R 1,999 (excl. VAT)

A 50% discount is available to registered marketing or business students. Email info@imcconference.com

Apply for Nedbank IMC bursaries here: <https://imcconference.com/imc-bursaries/>

About Nedbank IMC. "Marketing is Business"™

The Nedbank IMC is South Africa's leading source of marketing thought leadership. With a mission to present the business case for marketing, and to uplift the youth, the conference continues to draw a growing audience of African marketers. The sell-out launch conference in 2019 drew over 600 attendees. In 2020, when it had to move swiftly to a virtual format due to the Covid-19 pandemic, more than 1,000 attendees logged on to watch the live event. The conference was critically acclaimed as a 'virtual conference benchmark'. This year's conference will be held on **29 July 2021**. Themed **Marketing. The Movie**, the conference's lineup includes 18 speakers/four global keynotes/one day. To be watched wherever you are. Tickets cost R1,999 excluding VAT.

For more information go to [Nedbank IMC Conference](#)

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