

IMC Durban Conference taking place March

Issued by [IMC Conference](#)

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With only seven days left until the highly-anticipated Integrated Marketing Communication (IMC) Conference comes to Durban, make sure you book your tickets to attend! The conference will be taking place at the Southern Sun Elangeni and Maharani Hotel on 23 and 24 March 2015.



Recognised as the leading marketing and communication conference in South Africa, The IMC Conference hosts a two day event with a central theme focused on applying various combinations of communication disciplines.

Speakers of the day include:

Sibonile Dube, from Unilever, **Avukile Mabombo**, from Brandhouse, **Mike Silver** from Stretch Experiential, **Tom Manners** from Clockwork Media, **Suhana Gordon**, from Net#work BBDO, **Kirsty Sharman** from RetroMedia,

Jonty Fisher from Bletchley Park, **Lani Carstens**, from John Brown Media SA and **Mike Sharman** from Retroviral.

Apart of the IMC Conferences unique event format, the added value customised workshops also allows delegates the opportunity to pre-select three preferred workshops to attend on each conference day; workshop speakers will address key industry topics and provide insights to execute effective and integrated marketing strategies.

Workshops of the day include:

[Bloom Marketing](#) presenting: **Surf's Up, Activate!** Market Waves worth surfing for great innovation and growth.

[Always Activate](#) presenting: **Future of Mobile Marketing Promotions: The Omni-channel Consumer and Consumer Protection.**

[John Brown](#) presenting: **Is there a quantifiable ROI in the world of content marketing?**

[Clockwork Media](#) presenting: **A Social Future: Content to Commercialisation**

[Dentsu Aegis Network](#) presenting: **Nowlab Innovation Station**

[Phat](#) presenting: **Living Media™ and Variable Media™... The two Media Channels you never considered**

[Platinum Seed](#) presenting: **Social CRM Workshop: A guide to building your army of brand advocates**

[Quirk](#) presenting: **Digital is transformational and super sexy**

Date: 23 - 24 March 2015

Time: 8am - 5pm

Venue: Southern Sun Elangeni and Maharani Hotel, Durban

To book your tickets, please visit www.imcconference.com/durban or call (021) 180 4111.

" **May the future force be with you... a thinking session that will redefine your approach to tomorrow** 28 May 2024

" **5 international speakers on world-class marketing conference agenda** 15 May 2024

" **Challenge yourself to think like a Zoomer. How to sell more to tomorrow's biggest customers** 6 May 2024

▪ **Global creative leader Matthew Bull to present an in-person keynote at Nedbank IMC** 11 Apr 2024

▪ **Helping marketers drive more humanised growth at the Nedbank IMC 2024** 22 Mar 2024

IMC Conference



The Nedbank IMC has become Africa's premier integrated marketing conference.

Any marketing person irrespective of role, level or discipline needs to attend this conference.

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