

A word cloud of business-related terms overlaid on a city skyline at night. The words are in various sizes and orientations, with 'Satisfaction' and 'Result' being the largest. The background shows a modern city with lit-up skyscrapers and silhouettes of people walking on a rooftop or bridge.

The MMA SA's regional director, Sarah Utermark, says, "This year's conference is host to the best in breed and delegates will engage in thought-provoking discussions, forge valuable business connections, gain insights into their organisation's market position, and above all, stay ahead of the curve in an industry that is forever in flux and fiercely competitive.

"The event has been expertly tailored for the modern marketer so that they leave with cutting-edge knowledge that can be taken back into their businesses to further their own impact on its financial future.

"We are delighted to present this meeting of great minds who will take to the stage and share their wealth of experience with delegates. As a free-to-attend event, our aim as the MMA SA is to engage as many marketers from across the industry spectrum as possible, empowering them with knowledge and how-to's that will make an indelible impact on their business's performance."

## Speaker line-up

Speakers include:

- Zeyad Davids, partner Deloitte Digital
- Katherine Madley, VP marketing Massmart
- Beyers van de Merwe, chief executive: marketing, PEP
- Kerry Janse Van Rensburg, digital director, Ignition Group
- Heidi Brauer CM(SA): CMO/brand mama at large (Former CMO: Hollard & kulula.com)
- Vincent Maher: group executive head of digital MultiChoice Group
- Diana Springer: head of group brand and marketing Standard Bank Group
- Luisa Mazinter: chief growth officer Mesh.Trade and 42Markets Group
- Gillian Ezra, head of content and engagement Ayoba
- Kate Kitz: CEO Mindshare South Africa.

For the first time, the line-up also includes the chair and vice-chair of the newly formed MMA SA Youth Development Board, Takalani Masikhwa, digital lead and strategist at Mindshare and vice-chair Anesu Malisa, head of Gen Z marketing (Africa Office) at Samsung Electronics.

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