

Marketing Works | WORK IT



CONFERENCE

NAMING SPONSOR

BOOK YOUR IAB SA DISCOUNTED TICKET TODAY:

**IAB SA & MASA ENDORSED
NEDBANK IMC CONFERENCE
19 MARCH 2020**

Since its inception in Cape Town in 2010, the agenda of IMC (Integrated Marketing Conference) has been to promote the interests and benefits of marketing disciplines to business. Under Dale Hefer's new leadership, the March 2019 launch themed Marketing Gets Naked sold out a month in advance, doubling the size of any previous IMC event, attracting over 650 delegates from across all sectors with a vested interest in marketing.

Date: 19 March 2020

Venue: Galleria, Sandton

Theme: Marketing works. Work it.

Keynote international speakers:

Fernando Machado, Global CMO for Burger King

Patrick Collister, Author/Speaker

16 speakers. One day.

Individual IAB SA members receive a 15% discount (unless you have already registered).

E-mail debbie@iabsa.net for your member discount code

EARLY BIRD
VALID 1 JUL - 31 AUG 2019
R3 500



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"For the shared strategic objectives of empowering the media and marketing industry to thrive in a digital economy, through increased collaboration and partnership, we are proud to partner with the Marketing Association of South Africa in endorsing the Nedbank IMC Conference, which will take place on 19 March 2020 at the Galleria in Sandton and to be hosting the 12th Annual IAB Bookmark Awards that evening at the same venue. We are especially excited about the many IAB SA members included in the speaker line-up and the focus on Marketing Works, including the power of digital to do just that. The Nedbank IMC conference along with our monthly IAB Insight Series now replace the IAB SA annual Summit". Paula Hulley IAB SA CEO

Khensani Nobanda, group executive marketing and corporate affairs, Nedbank commented on the collaboration and said: *"We are very happy with the alignment of the Nedbank IMC and the IAB SA. One of our key objectives within partnering with the IMC is to generate top thought leadership. The consolidation of these two respected industry players entrenches this"*.

The 12th Annual Bookmark Awards is being hosted at The Galleria in Sandton on the 19th March 2020 after the IAB SA and MASA Endorsed Nedbank IMC Conference that same day. The 2020 Bookmarks Entry platform is open and Early Bird Entries (10% discount) are open until the 14th October 2019. Standard fees apply until 14 November 2019, after which the late fee (10% additional) applies until the entries close on the 20th November 2019.

[BOOK YOUR TICKET TO THE 2020
BOOKMARK AWARDS NOW](#)

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The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

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