

2017 conference schedule

Forecourt Retail Marketing - 5th annual conference

Bryanston Country Club, Sandton – Wed, 15 Mar '17

Targeting petroleum brand retail management and associated retail marketing management.

- Getting the retail products service mix right: latest research, smart insights.
- Cost effective location marketing and examples of what draws the crowd.
- Onsite market and merchandise best practices: successful combo promotions and activations.
- Harnessing the power of digital and social media

Brand Winning Social Media Content

SSISA, Cpt – Thurs, 23 Mar '17 & Bryanston Country Club, Sandton Fri, 24 Mar '17

Township Shopper Marketing Summit – 9th annual conference

Bryanston Country Club, Sandton – Wed, 29 Mar '17 & Thurs, 30 Mar '17

- 20 consistently successful township marketers demo insights and best practices
- Unique lifestyle research: now now spend and brand priorities
- Panel discussions with Somalian traders and with young people
- Social Media communications: how brands must relate their offerings to real needs: how to involve real people in the communications.
- Working with the stokvels: a big hit of the 2016 conference;
- And much much more

Advertising & Marketing Law – 4th annual conference

Bryanston Country Club, Sandton – Tues, 9 May '17 & SSISA, Cpt – Thurs 11 May '17

The focus is on providing expert insights about current issues of concern to corporate legal advisers. Latest regulatory guidelines, recent court precedents and recommended prevention and mitigation measures

Best of Global Digital Marketing – 9th annual conference

Bryanston Country Club, Sandton – Wed, 7 June '17, SSISA, Cpt - Fri, 9 June '17

International roadshow visits SA. Four international digital marketing and ecommerce winners present their selection of winning case studies drawn from digital awards all over the world. The objective is to stimulate SA digital marketers with proven ideas which could be adapted for our market. SA panellists will contribute their interpretations of the opportunities. Lots of repeat delegates from year to year is evidence of the value.

Shopper Path to Purchase – 10th annual conference

Bryanston Country Club, Sandton – Wed, 12 Jul '17 (& maybe Thurs, 13 Jul '17)

- Shopper insights from latest research: opportunities, competitive advantages, ROI justifications
- Shopper path connectivity: assessing and integrating via digital, social, live and merchandising
- Merchandising intelligence: the thinking behind breakthrough innovations and case study evidence
- Location Marketing: optimum local media mix and integrating very smart digital technology and social media reach and influence

Social Media Landscape Briefings – 6th annual conference

Bryanston Country Club, Sandton – Tues, 19 Sept '17 & SSISA, Cpt – Thurs, 21st Sept '17

Definitive social media platform briefings based on the annual research provided by Arthur Goldstuck and Ornico. Keynote speakers and very compelling panel discussions. 200 delegates at least, thousands of tweets and lots of media coverage.

Shopper Insights – 4th annual conference

Bryanston Country Club, Sandton – Wed, 4 Oct '17

Latest data-driven insights from 18 research oriented marketers, who spend their lives translating data into compelling insights and successful marketing campaigns: The cream of the shopper marketing crop!

Winning Loyalty – 7th annual conference

Bryanston Country Club, Sandton – Wed, 1 Nov '17

The factors favorably influencing brand loyalty programs; the differentiations that matter to members.