

# New Gen Trends Programme of Events 2025

**7:30 - 8:30**  
REGISTRATION



**8:40 - 9:20**

**CHARIS APELGREN-COLEMAN** - Head of Digital Content at MULTICHOICE

**TOPIC:** Building Future-Ready Content Marketing Teams: The Power of Internal Talent and Agency Partnerships.



**9:20 - 10:00**

**TOM MANNERS** - Co-Founder and Co-CEO at CLOCKWORK

**TOPIC:** "Do Less, But Better". Diving into how to create work that truly resonates.



**10:00 - 10:40**

**CIARAN MCKIVERGAN** - CEO at 8909 Digital

**TOPIC:** The Creator Economy 2.0: Navigating The Next Big Shifts in Brand Partnerships.



**10:40 - 10:55**

Mid-Morning Break: (Tea, Coffee, Juice, Savoury & Sweet Snacks)



**11:00 - 12:00**

**RAYMOND LANGA** - Group CEO at LEAGAS DELANEY - SPONSORS

**TOPIC:** Human Advantage in an AI-Powered World: AI Can Do It, But Should It?



**12:00 - 12:40**

**TIMOTHY SPIRA** - Head of Marketing, Technology and Insights at INVESTEC

**TOPIC:** We're all cyborgs now - engaging with humans in an AI-mediated world.



**12:40 - 13:20**

**DAVID PUGH** - Head of studio at STUDIO X – RCL FOODS

**TOPIC:** "Embracing Innovative Platforms and Building Dynamic Communities".



**13:20 - 13:30**

PANEL DISCUSSION



**13:30 - 14:15**

Lunch Break: (Hot & Cold Buffet Lunch & Desserts)



**14:20 - 15:00**

**MOAGI BODIBE** - Managing Director of Marketing Practice at ACCENTURE SONG

**TOPIC:** Marketing in the age of AI: Transforming strategies for a digital-first world.



**15:00 - 15:40**

**LINDSEY RAYNER** - National General Manager at MACHINE\_ JHB

**TOPIC:** The Personalisation Paradox: From Trend Fatigue to Actionable Strategy



**15:40 - 16:20**

**NATALIE DRUION** - Executive Head of Conversations: Digital, Content and PR at MOMENTUM GROUP

**TOPIC:** "Thriving in the age of conversations". The power of social PR and how it's become the world's watercooler. What does this mean for you?



**16:20 - 16:30**

PANEL DISCUSSION



**16:30**

Afternoon Break & Networking: (Tea, Coffee, Juice, Savoury & Sweet Snacks)



**17:00**

EVENT ENDS.



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