

#NEWGENTRENDS

IN MARKETING CONFERENCE

23 MAY

2024

The unmissable event for today's marketers, and creatives...



Hosted by

THE NEW GENERATION
SOCIAL & DIGITAL MEDIA AWARDS

Proudly Sponsored by

LEAGAS DELANEY

About the Conference:

Prepare to be inspired! The **#NewGenTrends** in Marketing Conference is proudly sponsored by Leagas Delaney South Africa. The unmissable event for today's marketers and creatives...

New Gen is thrilled to present 11 incredible keynote speakers and two engaging panel discussions that are sure to leave you feeling energized and empowered. In this fast-paced world of marketing, staying ahead of the game is essential for success. With an exciting new era emerging in this field, it's more important than ever to stay informed and adapt to the latest trends. Don't get left behind! Stay ahead of the competition and take your marketing and creative strategies to new heights.

The upcoming conference sponsored by Leagas Delaney, is centered on the latest trends and technologies that will revolutionize your marketing and creative strategies. You will have the opportunity to gain access to powerful insights from some of the industry's leading experts. Additionally, the conference will explore various tools and applications available to marketers and creatives alike. Thought leadership content that can help you execute campaign briefs, communicate messaging effectively, and promote brands and products with greater efficiency.

Don't miss out. Register now!

Who should attend?

- **Ambitious marketers, and creatives interested in elevating their mindsets and expanding their knowledge and expertise, while staying at the fore within their industries.**
- This conference is a must-attend for Marketers from the Corporate, Agency, and Public sectors. Brand Managers, Marketing Directors, Vice Presidents of Marketing, Corporate Communication Managers, Customer Experience managers, e-commerce leads, Social Media Managers, Digital Marketing Managers, Executive Heads of Digital, Creative Directors, Business Professionals, MDs and CEOs, Content Creators, Chief Strategists, Story Tellers, Product and Category Managers, Transformation teams, Developers, Chief Technology Officers, IT Managers, Influencers and more.

Date: Thursday 23 May, at The Venue, Melrose Arch, Johannesburg.

8 key reasons to attend:

- **#NewGenTrends** caters to the entire marketing ecosystem, brands, tech, digital, media, and agencies, to culture
- The **#NewGenTrends** features content, dedicated to solving unprecedented challenges for the entire marketing and media community.
- Learn in-depth knowledge on the trends that are making waves right now, and how they can help transform your marketing approach.
- Gain vital insights into what is crucial to staying competitive throughout 2024 and 2025
- Attend **#NewGenTrends** and transform your brand, career, and industries by taking action rather than just reacting to the advances of digital marketing.
- Network with your peers, and explore the latest tools, tech, and strategies, that marketers and creatives alike, can apply in their everyday work life. The very tools that have helped our speakers to elevate their brands and clients, and grow business revenues that go beyond the brief.
- **#NewGenTrends** gives you access to experts with tons of experience and proven results across several different digital and traditional niches.
- Experience a personalized and intimate event like no other at **#NewGenTrends**. Our exclusive gathering provides you with unparalleled access to our esteemed speakers, giving you the opportunity to engage with them one-on-one. Don't miss out on this unique opportunity to connect and take your aspirations to the next level.



Ticket Price: Ex VAT

- Individual Tickets: **R3, 800 pp**
- Early Bird Special – Book and pay during March, and only pay **R3, 300 PP**
- Purchase five or more tickets - receive a 10% discount.
- Ticket price includes refreshments, snacks, a full buffet lunch, and full-day parking.
- Tertiary Institutions/Student Rate: **R1,200 pp**
- Limited venue capacity. Please book your seats early to avoid disappointment.

No Online Ticket Sales. To purchase tickets, please email stephen@newgenawards.co.za Reach out to us - **076 413 1339**



MC – Jon Gericke

Owner, Pint Size Media, and Radio personality.

07:30

Earliest Arrival Time

7:30 – 8:30

Registration



8:30 - 8:40

Stephen Paxton, Founder, New Gen Awards



8:40 - 9:10

Fran Luckin, Chief Creative Officer, VML South Africa

TOPIC: So Maybe It's Not A Teacup: Why it can be more fun to not know exactly what the future holds.



9:10 - 9:40

Grant Sithole, Award-Winning Creative – Previous, Publicis Group, Ogilvy, FoxP2, Bakone, and Avatar

TOPIC: Do you...In a world and industry that almost, always asks us to keep up with trends, being yourself is a currency that can never be undervalued.



9:40 - 10:10

Ciarán Mckivergan, CEO, 8909 Digital

TOPIC: Reimagining connections, the shift towards AI, mixed reality, and subscription social media.



10:10 – 10:30

Mid-Morning Tea Break: (tea, Coffee, Juice, Pita Pockets, and Doughnuts)



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10:30 - 10:35

Sponsors Address – Leagas Delaney South Africa

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10:35 - 11:35

Joint Session - Ray Langa, CEO, Leagas Delaney, and Desh Govender, Head: Marketing Sub-Saharan Africa METAP, TikTok & Host Hype & Happening Podcast

TOPIC: Agency & Client Relationship - Collab 2.0 or Bust 🤖



11:35 - 12:05

Arpan Sur, Senior Director Marketing, Mondelez International

Topic: Artificial Intelligence- will it make marketers redundant?



12:05 - 12:30

Panel Discussion – General Q&A



12:30 - 13:15

Full Buffet Lunch and Desserts



13:15 - 13:45

Vincent Maher, CEO, True I/O – Previous, Group Executive: Digital, MultiChoice

TOPIC: Web3 is the cocaine your rats have been begging for? - Join Vincent as he explores the globe's most innovative Web3 marketing and loyalty projects, revealing how cutting-edge technologies are revolutionizing customer engagement and brand loyalty.



13:45 - 14:15

Lana Strydom, Executive Head Digital, Content & Social Marketing, Vodacom

TOPIC: Talent and skills development in the marketing environment



14:15 - 14:45

Gareth Cliff, Founder, CliffCentral.com

TOPIC: Media in 2025 and beyond, What is the media model to take us into the 2030s? What content is going to become premium and what is likely to lose its value?



14:45 - 15:00

Mid-Afternoon Tea Break: (Tea, Coffee, Juice, Scones, and Cup Cakes)



15:00 - 15:30

Merissa Himraj, CEO, Wavemaker South Africa – No.1 Most Admired Media Agency Professional in SA: SCOPEN Report 2024

TOPIC: Unleashing the Magic: How Paid Media is Revolutionizing Data-driven Storytelling - A peak into the world of paid media where creativity meets analytics in an unprecedented fusion of art and science, looking at how paid media campaigns are transforming the way we tell stories, captivate audiences, and drive meaningful engagement through harnessing the power of data.



15:30 - 16:00

Natalie Druion, Executive Head: Digital, Content, and PR, Momentum Metropolitan Holdings

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?



16:00 - 16:30

Panel Discussion – General Q&A



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