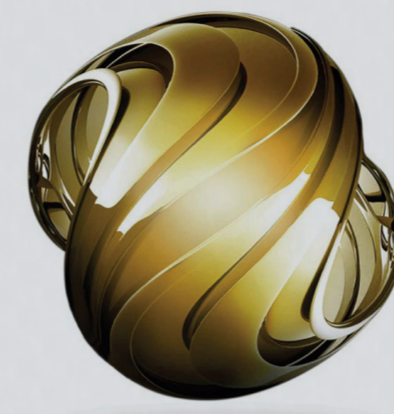


#NEWGENTRENDS

**IN MARKETING
CONFERENCE**

23 MAY

2025



Presented by

**NEW GENERATION
AWARDS**

Date: Friday 23, May 2025 | **Venue:** The Venue, Melrose Arch, Johannesburg |
Time: Registration – 7:30am - 8:30am - Event ends 17h00

Event Overview:

The 2025 New Gen Trends in Marketing and Technology Conference, featuring nine esteemed keynote speakers is presented by the New Gen Awards. This year marks our fourth consecutive year of bringing together industry professionals from corporate and agency sectors.

We recognise that marketers are drowning in trends, yet when you fully embrace them and uncover the strategies and technologies they offer, you see how vital they are in your journey. The upcoming conference delves into the trends, technologies, and innovations transforming the marketing and creative industries.

In today's fast-paced marketing environment, staying ahead is vital! Emerging technologies are transforming our marketing approach, and businesses must be ready to embrace these changes and adapt to the rapid evolution of technology and shifting consumer expectations. A key focus is how AI can strengthen customer relationships by providing deeper insights while upholding authenticity and trust, even amidst increasing automation. Harnessing tools like GenAI can significantly elevate customer engagement and empower companies to shine brighter.

Attendees can anticipate insightful presentations from industry experts, providing transformative strategies, and tools designed to elevate your marketing efforts and drive success. This event empowers marketers with the knowledge and tools to thrive in a competitive landscape.

Modern Marketing is the official media partner:

For Full Event Details and Ticket Bookings visit: www.newgenawards.co.za

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Modern Marketing covers news on branding, products, technology and campaigns across the marketing and branding industries. It's an evolved mix of strategic marketing, traditional marketing, internet and new media.

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Key Reasons to Register today!

- Attendees will leave with **Actionable Strategies to Leverage AI as a Competitive Advantage**, and a Clear Vision of How-to Future-Proof your Marketing Approaches in this Transformative Era.
- Elevate Your Brand:** How to Cultivate Lasting Connections through Customer Engagement..
- The Creator Economy 2.0:** Navigate The Next Big Shifts in Brand Partnerships.
- Embrace Change:** Learn the Importance of Adapting to Consumer Behavior Shifts.
- Marketers will **understand AI-driven Disruptions and Discover Authentic**, Meaningful Ways to Integrate into New Modes of Engagement, Community and Commerce.
- This Event Addresses Challenges in** the Marketing, Media, and Creative Sectors while offering Insights on Adapting to Technological Advancements and Consumer Expectations.
- Delve into **Integrating Human Creativity with Advanced Technology**.
- Master the Importance of **“Embracing Innovative Platforms and Building Dynamic Communities”** that not only Engages but also Fosters Loyalty and Trust.
- Navigate Ethical Considerations and Balance Automation** with Human Creativity.
- Develop Compelling Strategies** to Drive Effective Collaboration Across the Marketing Ecosystem.
- Renew Your Enthusiasm:** Powerful Presentations by Passionate Speakers Can Reignite Motivation and Boost Business Performance, Sparking New Project Ideas.
- Connect with 200 Delegates:** Get Out The Office, and Ignite Meaningful Relationships with Key Influencers and Experts.

Speakers and Topics



Charis Apelgren-Coleman, Head of Digital Content at MultiChoice Group
TOPIC: Building Future-Ready Content Marketing Teams: The Power of Internal Talent and Agency Partnerships.



Raymond Langa, Group CEO at Leagas Delaney South Africa – Event Sponsor
Human Advantage in an AI-Powered World: AI Can Do It, But Should It?



Moagi Bodibe, Managing Director Marketing Practice at Accenture Song
TOPIC: Marketing in the age of AI: Transforming strategies for a digital-first world.



Lindsey Rayner, National General Manager at Machine_ JHB
TOPIC: The Personalisation Paradox: From Trend Fatigue to Actionable Strategy.



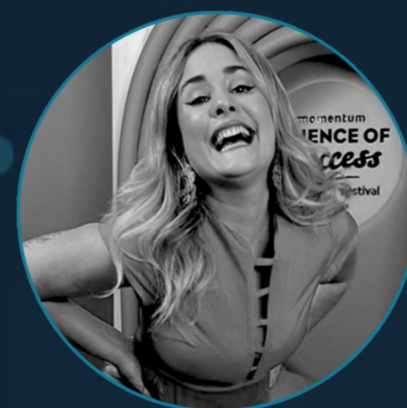
David Pugh, Head of StudioX at RCL FOODS
Topic: “Embracing Innovative Platforms and Building Dynamic Communities”. Creating experiences that not only engage but also foster loyalty and trust.



Tom Manners, Co-Founder and Co-CEO at Clockwork
TOPIC: “Do Less, But Better”. Diving into how to create work that truly resonates.



Timothy Spira, Head of Marketing, Technology and Insights at Investec
TOPIC: We’re all cyborgs now - engaging with humans in an AI-mediated world.



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?



Ciaran Mckivergan, CEO at 8909 Digital
TOPIC: “The Creator Economy 2.0”: Navigating The Next Big Shifts in Brand Partnerships.

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Key Takeaways: What to expect!

- Develop Actionable Strategies to Leverage AI as a Competitive Advantage, and a Clear Vision of How-To Future-Proof Your Marketing Approaches in this Transformative Era.
- The Hybrid Model: Success Lies in Combining the Agility and Brand Expertise of Internal Teams with the Scalability and Specialisation of Agency Partners.
- Collaboration is Key: Aligning Internal and External Resources Creates Synergy that Drives Impactful Campaigns.
- Navigating the Chaos of Marketing Trends with AI-Powered Clarity.
- Future-Readiness: Build a Team Culture that Embraces Innovation and Adaptability to Thrive in the Ever-Evolving Digital Landscape.
- The Creator Economy 2.0: Navigating The Next Big Shifts in Brand Partnerships
- How AI is Strengthening Customer Relationships by Offering Deeper Insights while Maintaining Authenticity and Trust.
- Using technologies like GenAI to Enhance Customer Engagement and Help Companies Stand Out.
- Understanding AI-Powered Targeting and Content Generation Tools, AI Interfaces, and Evolving Engagement Patterns.
- Navigating Ethical Considerations and Balancing Automation with Human Creativity.
- The Power of Social PR, and What This Means For You!
- From Overwhelm to Opportunity: How Brands Can Embrace AI in Personalisation.
- Embracing Innovative Platforms and Building Dynamic Communities.
- Decoding the Disconnect: Why Great Ideas Stay Ideas in Marketing Personalisation.
- Explore the intersection of human ingenuity and AI-driven efficiency, as we delve into human storytelling, and where it fits into an AI-first world?

To book tickets, email stephen@newgenawards.co.za

Ticket Price: Ex VAT



Early Bird Special:

Book and Pay by March 7th and pay **R3,300** per ticket (excl. VAT). Save **R550**.

- Standard Ticket Rate Thereafter - **R3,850** (excl. VAT).
- Purchase five or more tickets and receive a **10% discount**. (Discount does not apply on the early bird special)
- Ticket price includes - amazing content, all-day refreshments, delicious snacks, a full buffet lunch, and full-day parking.
- Tertiary Institutions/Student Rate: **R1,200** per ticket (excl. VAT).
- **NO ONLINE TICKET SALES OR PAYMENTS** - Payment method: Standard EFT.

Who Should Attend:

This event is essential for professionals in Marketing, Creative Sectors, and Technology, from the Corporate, Agency, and Public sectors. The Conference is designed for those who aspire to broaden their perspectives and enhance their knowledge and skill sets to remain one step ahead within their industries.

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