

# Contemporary Marketing



Using Behavioral Science, Customer Insights and the 4IR to Drive Success



**Gordon Institute  
of Business Science**  
University of Pretoria

**26<sup>th</sup> September 2019**

# Programme agenda

## Contemporary Marketing 2019

07:50 – 08:25	Registration and arrival refreshments
08.30 – 09.15	<a href="#">Understanding the Trends that Shape Marketing</a> Bronwyn Williams, Trend Translator: Future Finance Specialist, Flux Trends
09.15 – 10.00	<a href="#">Why Behavioral Science is Really Marketing Science</a> Rita Doherty, Group Strategic Director, FCB Africa
10.00 – 10.15	Tea
10:15 – 11.00	<a href="#">Current and Future Customer Shopping Behaviours</a> Lesego Moagi, Marketing Executive, Autozone
11.00 – 12.00	<a href="#">The Future DNA of Digital: Driving Digital Relevance for Marketers</a> Lee Naik, CEO, TransUnion Africa
12:00 – 12.45	Lunch
12.45 - 13.45	<a href="#">Bridging the Gap between Strategic and Creative</a> Jim Faulds, Executive Client Partner, J. Walter Thompson South Africa
13.45 – 14:25	<a href="#">Understanding Cultural Nuances. What Every Marketer Should Know</a> Tumelo Chaka, Head:Commercialization Emerging Payments at Nedbank Leigh Crymble, Behavioural Linguist, Founder of BreadCrumbs
14:25 – 14.40	Tea
14.40 – 15.10	<a href="#">Influence not Influencer Marketing as the Key to Future Success</a> Ryan McFadyen, co-founder and Head of Strategy, HaveYouHeard Khaya Dlanga, Chief Marketing Officer, Rain
15.10 – 16.05	<a href="#">Driving Brand Purpose and Success</a> Khaya Dlanga, Chief Marketing Officer, Rain Firoze Borhat, Chief Marketing Officer, Discovery Ivan Moroke, CEO South Africa, Insights Division, Kantar Other speaker to be confirmed