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Advertising & Media Expo

**23 - 25 March 2010**

**WORKSHOP PROGRAMME**

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**23 - 25 March 2010**

- Source the best advertising mediums for YOUR products
- Discover new and innovative ways of advertising
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- Learn how to address your target market better
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GRAPHIC MAIL 

## 11:00 WORKSHOP 1

### THE HARD SELL OF ADVERTISING

Michael Jackson



Successful salesmanship stems from the ability to present and deliver against a brand promise. Designed for salespeople at all levels, this presentation clearly explains the issues facing each and every business in its day-to-day selling scenarios, and highlight the route to future success and focus on pro-active sales methods. (The Other) Michael Jackson is a highly rated keynote speaker and will surprise, delight and entertain you during this session.

## 12:00 WORKSHOP 1

### FIRST AID FOR BRANDS

Anthony Swart



As consumer spending continues to tighten, businesses can be forgiven for taking a cautious approach to the forthcoming quarter. But the toughest brands will see out the depressed market with a resilience and flexibility. Unfortunately, more often than not, branding is seen as an outer skin that puts appropriate face to an organisation and often unfairly many companies use their brand as a 'band-aid' to try and change perceptions, rather than addressing the deeper issues.

## 12:30 WORKSHOP 2

### THE SECRETS OF SEARCH ENGINE MARKETING

Graeme Lipschitz



For many marketers the world of Search Engine Marketing remains a black box. Find out how to take advantage of this growing marketing platform as ex-Google employee Graeme Lipschitz shows you the Secrets of Search - from knowing consumer intent to choosing the right keywords and messaging, this '101' will leave you enlightened and inspired.

## 13:00 WORKSHOP 1

### BELOW THE LINE

Anoka Makhan



Learn how to maximise your below and through the line campaigns with Anoka Makhan. Anoka is responsible for seeding business for Habari, by landing through the line promotional concepts with clients. She has many years of formal corporate experience and bring with her business, brand and shopper insights. She work with many blue chip clients such as Unilever, Beiersdorf, TBWA, Tigerbrands, Reckitt Benckiser, Eskom – Magna Carta, Coca Cola – Royal Metro-pole, Cadbury, Tata, Simba – H&A & Sterkinekor and others.

## 13:30 WORKSHOP 2

### BRAND VALUE THROUGH PR (THE EMPERORS' NEW CLOTHES)

Ruth Golembo



Brand value is determined largely by consumer perceptions. PR and Strategic Communications has evolved as one of the most important drivers of corporate and brand perceptions. PR cuts through all channels to deliver value. Ruth Golembo, Strategic Communications' Managing Director, talks about the rise of PR and below-the-line communications' and how a new non-traditional competitor set is emerging.

## 14:00 WORKSHOP 1

### HOW TO GROW YOUR BUSINESS WITH EMAIL MARKETING

Barbara Ulmi



In a market environment where consumers increasingly rely on word of mouth, it is crucial for businesses to apply a sound marketing communications strategy. Email and mobile marketing are indispensable tools in your marketing mix, especially if you want to strengthen your brand and build a loyal customer base. Email marketing offers smart automations and it is highly measurable. South Africa's email marketing expert, GraphicMail offers affordable solutions that meet these demands.

## 14:30 WORKSHOP 2

### LEVERAGING CONTENT ON-LINE

Wesley Lynch



Online content is one of the most important factors in creating a strong online presence and is the best way to engage with your audience. Using pre-existing technology such as RSS feeds, social networks and sharing portals, creating content and spreading it has never been easier! This presentation identifies what you can do to improve your content and focuses on the tools that will make content-creation simple and fun. Let's take your website to the next level.

## 15:00 WORKSHOP 1

### THE MYSTERIES OF MOBILE MARKETING

Russel Stromin



The mobile phone is rapidly becoming a mainstream marketing channel in South Africa and abroad. It is personal, direct, instant and always on, and it can be used to engage consumers, influence decisions and drive sales at the point of purchase. We will demonstrate how brands, agencies and retail outlets can leverage mobile marketing to drive sales, move stock and engage consumers personally to keep them coming back.



## 11:00 WORKSHOP 1

### WHAT'S YOUR STORY - THE POWER OF STORY FOR ANY ORGANISATION

Justin Cohen



Taking the audience on an inspirational journey from the birth of humankind to the present, Justin Cohen shows how the explosive speed of progress is fueled by our unique ability to tell stories. If you want to grow an organisation or sell a product you need the most powerful form of influence, you need to tell a story. Even when we're not speaking, our brand, offices, clothes and interpersonal style are telling our stories of success or failure. Not to be missed!

## 11:30 WORKSHOP 2

### THE SOCIAL MEDIA / MARKETING DISCONNECT

Walter Pike



Did you know marketing was only invented in the 1960's to describe how to use the most important communication technology of the time - Television. That model is broken. It just doesn't work in the same way it did. We need to forget everything we learned and think about marketing and advertising in a whole new way. This is how . . .

## 12:00 WORKSHOP 1

### MANAGE YOUR CREATIVE ENERGY, NOT JUST YOUR TIME

Celynn Erasmus



In a fast paced world with exhausting demands on our time and creative performance, Celynn vibrantly presents hands on, real advice that will help you to increase your creative energy. With helpful tidbits, she'll help you squeeze every drop from your "on-the-go" lifestyle. With smart innovations such as her Wellculator tool and plenty of tasty tips and tricks for increased productivity, Celynn Erasmus, is guaranteed to leave you wanting another helping.

## 12:30 WORKSHOP 2

### THE SOCIAL MEDIA LENS

Godfrey Parkin



Magnify and focus your on-line presence with a structured social media strategy. Build a profitable relationship with your on-line consumers and learn how to develop a digital community and strategy for your business. Godfrey Parkin is a UCT graduate who ran the worldwide management services division of A.C. Nielsen and founded a series of pioneering web-centric marketing businesses in Zurich, London and Washington DC.

## 13:00 WORKSHOP 1

### MEDIA SHOP

Chris Botha



The world media environment has experienced a very turbulent 24 months, with the unprecedented growth of new media colliding head on with a recession that has seen budgets cut to the bone. In South Africa, 2010 will be a difficult year to judge. Have we seen the end of the recession? Will the Soccer World Cup bring a massive boost to the economy? Or is it all just hype, and are we in for another tough year?

## 13:30 WORKSHOP 2

### SPONSORSHIPS & MARKETING

Danie Jansen van Vuuren

and John Faia



There are several ways for non-sponsoring brands to legally capitalise on the 2010 FIFA Soccer World Cup event. As a leading sport marketing agency Danie and John will share some of these sponsorship principles with you. Their knowledge will enable you to design a legal campaign around the world's biggest sporting event to ever hit our shores.



## 14:00 WORKSHOP 1

### USING LOCATION BASED INTELLIGENCE FOR HIGHLY EFFECTIVE MARKETING

Ingrid Lotze



By developing an understanding of the common characteristics of persons living in geographical areas or 'clusters', marketers are able to target audiences more precisely and improve the efficiency of their campaigns. Replicating success nationwide can be achieved through looking at geo-demographic profiling and how this segmentation tool not only enables successful direct marketing initiatives, but also assists in identifying potentially successful and profitable trade areas.

## 14:30 WORKSHOP 2

### BEHAVIOURAL TARGET MARKETING

James Edwards



Behavioral targeting uses information collected on an individual's web-browsing behavior, such as the pages they have visited, ads they have clicked on, user demographics or the searches they have made, to select which advertisements to display to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be interested.

Wednesday 24 March 2010

**15:00 WORKSHOP 1**  
**MAKING THE MOST OF THE**  
**EXHIBITION MEDIUM**

Justin Hawes



The exhibition medium delivers excellent returns on investment, easily measured through leads management programmes. The medium brings you face-to-face with your target market - no other medium can deliver this level of personal interaction. However, the right approach is critical to ensure your success and you must be prepared to invest time and energy to get the most out of a show. There are some simple steps which will ensure that you maximise your return on investment.

**15:30 WORKSHOP 2**  
**MYTHS IN CONSUMER**  
**RELATIONSHIPS**

Sarina de Beer & Kate Rooseboom



What do customers want from their relationships with companies? How have these expectations been shaped by the mass consciousness? To what extent do people view their service experiences as authentic? This presentation will focus on understanding what people expect and want from the companies they do business with.

**16:00 WORKSHOP 1**  
**PRACTICAL EMAIL MARKETING**  
**IN SOUTH AFRICA**

Josh Adler



Learn how to build an honest database, deliver emails to the inbox and analyse subscriber activity to make smart business decisions. Josh Adler is CEO at pMailer, a leading email marketing and delivery platform. When is it best to send? How often should you send? What are the current trends? Success stories? Get an in-depth overview into email marketing from a company who deliver campaigns for the country's top brands and digital agencies.

**16:30 WORKSHOP 2**  
**THINKING LIKE A CHALLENGER**

Abey Mokgwatsane



How do brands thrive in a cluttered market in a world with so few resources? How do brands get ahead when the same marketing templates are applied wherever you look? Whatever happened to marketing imagination? Abey Mokgwatsane, CEO of experiential agency - VVV Group, provides a systematic approach to connecting with your consumer, doing more with less, and providing real day light for your brand.

Thursday 25 March 2010

**11:00 WORKSHOP 1**  
**WHY SOUTH AFRICA MATTERS**

Debora Patta



Crime! Violence! Unemployment! Strikes! Power cuts! Corruption! Recession! Just some of the stark issues facing SA today. Issues that have seen hardened individuals and businesses pack up and leave. But despite this Debora Patta believes that South Africa remains one of the best places to live in the world. Looking at the stark realities of living in South Africa today, Patta weaves a fascinating tale of the characteristics that make South Africans marketable around the world.

**11:30 WORKSHOP 2**  
**CONSUMER PROTECTION ACT:**  
**THE IMPACT ON ADVERTISING**

Frances Gordon



If you advertise to consumers, you need to understand the requirements of the Consumer Protection Act (CPA), which became law in 2009. The CPA promotes fairness to consumers, honest communication and no unfair discrimination. It may lead to better, more responsible consumer advertising. If advertisers do not pay attention to its new obligations, they might find that compliance and legal departments change their copy and design!

**12:00 WORKSHOP 1**  
**FIFA BRANDING RESTRICTIONS**

Steven Hall



Steven Hall is a film maker focused on using video technology to deliver high impact and powerful communications. He does this through his film production company, Free the Orange. He focusses on producing advertising films that utilise the emotive power of audio visual communication to deliver advertising messages. Often seen as an advertising terrorist, Hall questions advertising standards such as branding, the use of mainstream media and the use of creative nonsense as an advertising gimmick.

**12:30 WORKSHOP 2**  
**MASTERING YOUR MOBILE**  
**MARKETING CAMPAIGN**

Ahmed Kajee



Learn how to master your mobile campaign by focussing on implementation and integration of SMS, MMS and mobile campaigns. We also discuss mobile media, mobile technologies, the latest mobile trends and look at a few case studies.



## 13:00 WORKSHOP 1

### LOERIE AWARDS 2010

Andrew Human



Its time to enter your creative advertising, design and experiential masterpieces for The 32nd Annual Loerie Awards. Andrew Human, CEO of The Loerie Awards, shares some light on how to enter your work, the judging criteria, deadlines and the award ceremonies in Cape Town. He will also showcase some of the 2009 winning entries. There will be time allowed for questions at the end of his talk.

## 13:30 WORKSHOP 2

### BRAND INFATUATION

Tumiasang Moatshe



The evolution of consumerism has seen the relationship between brands' and consumers become more personal, especially for a youthful and fickle consumer. By understanding the why's behind youth consumers, and tracking trends over time, brands can better target their consumers. Tumiasang will explore the flirting cues that brands can use to foster a more meaningful relationship and presence in the lives of their consumers.

## 14:00 WORKSHOP 1

### DON'T BLOW THE BRAND

Jon Jacobson



As marketers and agencies embrace emerging channels to reach their consumers in a low-cost and measurable manner, many risk "blowing the brand" by diving in "head first" without the proper tools in place. Jon Jacobson, CEO of Global Vision, will take you through the challenges faced by today's modern day marketers and the trends pushing more and more of them towards an integrated marketing approach using multiple channels and central communication platforms.

## 14:30 WORKSHOP 1

### GOOGLE ADWORDS' TARGETED ADVERTISING FOR SMALL AND LARGE ADVERTISERS

Tony Roccoft



Google derives over 90% of \$23 billion annual revenue from serving text and image ads to Google Search, and its partner websites. Google Adwords is the advertising model and its major benefits are the ability to target any market, anywhere, from the smallest niche to the largest generic. Learn how to set up, measure and control a profitable Adwords campaign.

## 15:00 WORKSHOP 1

### WHY DO I WANT TO BUY YOUR C#\$P ANYWAY?

Gavin Moffat



With attention spans ever decreasing, consumers don't care that much about your product. If they are on your website then they have a need and the expectation is that you fulfil that need. If you cannot address their need, they'll go somewhere else. The same applies off-line. You should no longer dictate why consumers need your product – like it or not it's now about the consumer's need and how you can meet it.

## 15:30 WORKSHOP 2

### BRAND BUILDING IN THE DIGITAL SPACE

Arthur Charles Van Wyk



Learn how you can use free and inexpensive online tools to achieve great branding results. Arthur runs [www.jackofalltrades.co.za](http://www.jackofalltrades.co.za) and offer value as a brand-ologist, social media-ologist, blog-ologist and idea-ologist. He has experience in creative consulting, web strategy, content management and on-line branding. He has worked with clients such as Cancer Association, Ticketweb and MTN's Yellowworld. Enjoy this energetic workshop, perfect for SMME's!

## 16:00 WORKSHOP 1

### CANNES LION AWARDS: 2009 SHOW REEL SCREENING



The Cannes Lions International Advertising Festival is the world's biggest celebration of creativity in communications. As the most prestigious international advertising awards, more than 22,500 entries from all over the world are showcased and judged at the Festival. Winners receive the highly coveted Lion trophy, presented at four award ceremonies throughout the week.

## COMPETITION

### WIN R100,000 WORTH OF ADVERTISING!

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Lucky draw will take place on 31 March 2010 and winners will be notified by SMS.

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**Celynn Erasmus**



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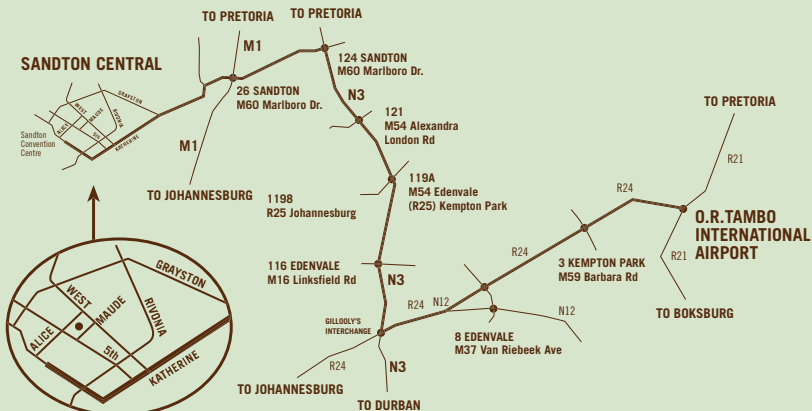
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