

African Marketer's Conference to take place in November

The Marketers Association of Zimbabwe (MAZ) and the Institute of Marketing Management South Africa (IMM) will jointly hold a marketing conference at the Indaba Hotel, Sandton from 4-6 November 2015...

Professional marketers from across the continent will reflect on 'Inspiring African Market Development' and how to captivate the consumer in times of change.



"The jointly-hosted conference is the first networking event of its kind on the continent," says IMM director Helen McIntee. "We will be tackling and unpacking the African cultural and creative marketing fields to find direction in helping to meet Africa's key marketing strategies."

It is the first time that MAZ takes its annual conference outside Zimbabwe and joins with its sister organisation, the IMM, to network members. Gillian Rusiki, executive secretary of MAZ, says, "This conference will be a prime vehicle through which African marketers can have a voice and will focus on expanding the emerging formal and informal unique consumer marketing environment on the continent."

A highlight of the event will be keynote speaker Emeritus Professor Malcolm H B McDonald. Recognised as one of the world's top marketing gurus McDonald, along with Dr Shingi Munyeza, former CEO of African Sun Hotels; Busisa Moyo, CEO of United Refineries and Helen McIntee, will present their opinions, case studies and suggestions on how to move forward to create a healthy and progressive marketing environment continentally, regionally, nationally and locally.

Delegates will enjoy networking activities that include a tour of SAB World of Beer, a tour of Soweto with lunch at Sakumzi Restaurant, and golf at Jackal Creek. For more information, contact Loreen Alutah Chari on loreenc@mazim.co.zw or call +2634747031.

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