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Josephine Buys - CEO IAB South Africa Keynote - Accenture Interactive - DIDIER ULIASZ	WELCOME Keynote Accenture Interactive - TBC															
Keynote -Accenture Interactive - DIDIER ULIASZ	Keynote Accenture Interactive - TBC	MD Accenture Interactive, Head of personalisation EALA and Digital Marketing Lead for MART														
Keynote, (IAB Global) Alexandra Salomon , Director International, IAB Washington D.C.	The Four Principals of Great Advertising	Alexandra Salomon is a veteran in online marketing, global advertising, digital publish	Four key principles of what makes great advertising and how IAB and its members can be part of it, including South Africa's participation on the IAB (Global) Tech Lab													
Davin Phillips, Executive Director, CSA.global	I AM THE ARCHITECT OF MY WORLD: how	Davin is a brand and new media specialist with a renowned and respected	Quote and synopsis:				 	\vdash							-	
Communication Services Africa (CSA) And Celebrity Services Africa	mobile and streaming is set to change the way brands can remain relevant in the digital world	insight into developing innovative strategies for African markets.	I AM THE ARCHITECT OF MY WORLD: how mobile and streaming is set to change the way brands can remain relevant in the digital world													
			remain relevant in the digital world													
			Today, 32% of all news is consumed by peer-to-peer connectivity and, with live streaming becoming													
			even more innovative, that number is only going to increase. Add to this the growth of mobile in Africa and the internet of Things – where all your devices are connected – consumers are not limited													
			by physical location, hardware or time but, rather, can tap into an infinite source of information at a click of a button. What this means is that while brands can now connect with more people, more													
			even most interactive, unlimitate to stury going you dischasser, was un on the step grown or miceast in Africa and the interaction of Things —where a your desicts are connected —one grown as an extension at a clock of a buston, but but in means is that where practice produces the produce of information at a clock of a buston, but what the means is that where practice produces the produce of information at a clock of a buston, a simple IVC to longer works. To start of the information, buston desired to elective and other connecting with a mean size of the connecting with a restrict the size of the connecting with a restrict is diffusioners, who are set to become and there is no best way than by connecting with a restrict is diffusioners, who are set to become and there is no													
			media conglomerates, empowered by mobile convenience. Welcome to a world where content is what mobilises an audience.													
			What mountes an addition.													
Ferial Haffajee, Editor-at-large HuffPost SA	Fake news and the importance in investing in good quality journalism and content. (from Jo	Ferial Haffajee is the editor-at-large at the Huffington Post South Africa. She was the Editor in Chief of City Press Newspaper. She is former Editor of the Mail & Guardian	"Everything we know about 'the media' is changing. Disruption is constant. Fake is real. Fact is not always fact. I look forward to knockling heads together as we confront our new world." Quote. "Journalism is dead? A chapter I read recently. We have to keep it alive. To thrive."													
	16/02)	from 2004 to 2009 and the first woman Editor of this major South African newspaper. She is former Chairperson of the South African National Editor's Forum.	Quote. "Journalism is dead!' A chapter I read recently. We have to keep it alive. To thrive."													
		newspaper. She is former Chairperson of the South African National Editor's Forum. Haffajee sits on the boards of the International Womens Media Foundation, the World Editors Forum, the International Press Institute and the Inter Press Service.														
Ryan Smit IAB Measurement Council - Head of Measurement	The future of digitized media measurement	L	Title – The future of digitized media measurement Quote: "In the future all media will be digitized, and will be measured as such"													
		Ryan has been actively involved in data, analytics and strategy for over 10 years, across a number of different roles. He joined Silverstone in 2015 as Analytics Director in order to enhance and manage the data and analytics strategies across	and synopsis													
		business operations in Africa and the Caribbean. He has recently been made Chief	Digital technology has enabled the explosion of digital media, and at the same time the digitization of													
		Strategic Officer, which has expanded his responsibilities to include group-wide strategic planning and business development. Rvan is also the Analytics Lead for	traditional media. This talk will discuss the current state of media measurement, and the trends in media measurement which will shape the media industry in the next 5 years.													
		Adjoin Media, and is responsible for utilizing data management platforms to build out valuable audiences for the project. Before joining Ogilvy Attree was Creative Director at Cerebra between 2012 and														
Melissa Attree – Creative Director – Ogilvy PR Cape Town	Key trends that will disrupt the content marketing space over the next year	Before joining Ogilly Attree was Creative Director at Cerebra between 2012 and 2014. She kick-started her career as a copy writer before managing the local	How does a brand say the same thing in 15 000 ways? Content Marketing has become an essential component of the marketer's hookit the creation of													
	man second space over the next year	2014. She lock-started her career as a copy writer before managing the local strategic transformation of the Kérastase brand for L'Oreal and then providing the social media strategy for SFM for four years.	Content Marketing has become an essential component of the marketer's toolkit, the creation of content isn't going anywhere any time soon but it will most definitely change. With behavioural													
		social media strategy for SFM for four years.	tracking it's likely that we'll start to see a more personalised approach where publishers will be able to give their audience what they really need or want.													
			So what are the predictions for the future of content creation and distribution? Yesterday it was snap chat, today it's instagram stories and who knows what the internet of things holds? In an industry													
			where tech developments are fast moving, publishers are having to adapt even quicker than before.													
			This session will unpack the key trends that will disrupt the content marketing space over the next													
Lunga Ngcime - Digital Marketing Lead - Unilever Africa.	Content in the Mobile Connected World	Lunga Ngcime is the Digital Marketing Lead for Unilever Africa. He is an expert in cre-	Makila in a language and a second sec													
Lunga ngume - Digital Marketing Lead - Officer Africa.	Content in the Mobile Connected World	Lunga reguline is the Digital Mankeung Lead for Officer Annua. He is an expert in cre-	Mobile is no longer just another media channel, it is now integrated into every moment of a person's day. With the evolution of the connected world, consumers now control what they see, when they see it and what platform they see it on. We need to change our mind-sets to create authentic.													
			see it and what platform they see it on. We need to change our mind-sets to create authentic branded content that is relevant to this continuously connected consumer.													
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Jessy SeverinsMonetization Yield & Product manager for eBay Classifieds Group.	Customers are going digital, how should	Jessy has spent the last five years' gaining specialised digital marketing skills, both locally and internationally. Recently promoted to Advertising Yield & Monetization Product manager for the eBay Classifleds Group, Jessy is tasked with managing the programmatic and platform-driven revenue channels of Gumtree.co.za as well as	: According to We Are Social's annual report, a whopping 26.8 million South Africans are actively accessing the Internet in 2016. However, a significant number of advertisers still prefer to target their audience via traditional media, such as television, print and radio. Jessy Severins discusses the customer's decision making factors contributing to this imbalance: am really going to think from the													
Cassilleds Group.	advertisers follow their lead?	Product manager for the eBay Classifieds Group, Jessy is tasked with managing the	audience via traditional media, such as television, print and radio. Jessy Severins discusses the													
		programmatic and platform-driven revenue channels of Gumtree.co.za as well as Mexico-based Vivanuncios.com.mx.	customer's accision making ractors contributing to this imbasine, aim really going to think from the customer's perspective and will address some examples/sak the audience for some input. I will speak about video but mostly about data, content and timing and how they matter to the user.													
			about video but mostly about data, content and timing and how they matter to the user.													
Thabo Molefe, Tauch Central Co-Founder	MPode & cod Poll	The Touch is a South African hip-hop DJ and television presenter best known for	There's no doubt the future of radio is only digital. The current state of radio and very prescriptive.													
made more, routh central co-rounds	- Datamost an	proposition the radio chour Birms my Eridaur and Burns and Reason on Metro EM and	TourbCentral provider new and exciting multimedia platforms for advectings and consumers to													
		the variety music show Live, on SABC 1. The Touch has seen continued success making numerous television appearances and feature articles in print media. His	engage directly with each other in a meaningful way. We are able to provide accurate data about who is accessing and engaging with us at all the time. With over 400 000 subscribers, just 6 months													
		affiliations, influence and business savvy has seen him work with international A list celebrities such as Akon, Busta Rhymes, Keri Hilson and recently Floyd "Money"	engage directly with each other in a meaningful way. We are able to provide accurate data about who is accessing and engaging with us at all the time. With over 400 000 subscribers, just 6 months after our bunch we are firmly changing the status quo when it comes to media consumption in South Africa and the rest of the continent.													
		Mayweather: Tho Touch has partnered with Gareth Cliff for the launch of Touch Central which is a	I'm looking forward to sharing some exciting case studies of campaigns we have executed on													
		24- hour online music channel focusing on local music.	TouchCentral in the past 6 months with measurable time spent listening insights from adatamustfall to the Night Shift campaign which we ran with MTN and future campaigns.													
Leonel Silva, Director, Media Partnerships EMEA at Celtra, Inc	"Mobile is shaping the best of advertising; find out how"	Digital marketer with experience in RTB, mobile advertising, business development and technical account management across EMEA. Technology enthusiast and	Title "Mobile is shaping the best of advertising; find out how"													
	out now	passionate about bridging business and technology. I have proven myself in the past years to develop new markets, liaise different teams, create and roll out														
		years to develop new markets, liaise different teams, create and roll out partnerships, and advise clients to take advantage of the programmatic world: ad servers, ad exchanges, SSPs, DSPs and DMPs.	Synopsis Consumer attention is shifting to mobile and video is a tremendous opportunity for brands to													
		servers, ad exchanges, SSPs, DSPs and DMPs.	Consumer attention is shifting to mobile and video is a tremendous opportunity for brands to connect with people. Great advertising stris desire but mobile advertising isn't yet hitting the mark. See how mobile brand storyteling can adapt to drive the return on investment advertisers seek.													
			Industry status on mobile and video advertising Showcasing mobile and video brand examples													
			- Highlighting best practices for better creative executions													
			Quote Celtra is passionate about creating better ads for a popuration of customers that our at the customers that our													
			Celtra is passionate about creating better ads for a generation of customers that expect more from their favourite brands and publishers than clickball on desktop. The future of advertising is being													
			shaped by mobile, and the IAB South Africa is an excellent platform to guide an industry in the right direction to maximise the trends of tomorrow.													
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Fahrmeeda Cassim Surtee – Group Marketing and Sales Director	Our Perfect Wedding : When Digital Marries	Currently responsible for Media Partnerships for creative adtech provider Celtra acro	твс													
Lee Nalk CEO, Transunion Africa	Driving competitive advantage in this increasin	Lee Naik is recognised as one of SA's leading digital and technology transformation experts and is currently the CEO of TransUnion Africa. In this role, he leads a portfolio of businesses that help businesses make more informed decisions and														
		portrono or businesses that help businesses make more informed decisions and consumers manage their personal information to lead to a higher quality of life. Lee	In his presentation, Lee will examine how the Internet has forever changed the way people go about their lives and the implications this has for businesses and governments that wish to remain relevant to their consumers and citizens. He will cover some of the key internet trends across Africa, together													
		competitive in an increasingly digital world. Lee is a frequent speaker and commentator and was recognised as a global too 10 technology commentator in the	while examples of obstinesses the new delivered participation of control of the presence and service delivery enabled by the power of a connected society. Lee will share practical advice on how to change your business model to drive your competitive advantage in this increasingly digital world.													
		organisations across vanous industries trainsform their businesses to remain competitive in an increasingly digital world. Lee is a frequent speaker and commentator and was recognised as a global top 10 technology commentator in the 2015 Linkedin Toy Ovicies awards, and was a recipient of the 2015 Standard Bank Rising Stars Award. In 2016, he was one of the top 10 finalists for South Africa's IT	Quote													
		Personality of the Year award.Topic Synopsis	I am excited to be joining a stellar line up of speakers to tackle some of this year's most important													
			I am extrue to up louring a sential risk up to personate to tacker some or use year strong important conversations around digital. Digital is not just a possing dad and has stated to see a fundamental transformation in the way businesses drive their relevance amidst a challenging competitive landscape. The role of the Internet and a connected society amone the underestimated and will be discussing some of the key Internet trends and its implications for businesses and governments in													
			namuscape. The rose of the internet and a connected society cannot be underestimated and I will be discussing some of the key internet trends and its implications for businesses and governments in													
			Arnca.													
Thebe Ikalafeng, CEO Brand Leadership	*Building Great African Accord	Bionopring alphal African branding and co-station and the state of the	As nor Thole that is the connects and quote "The MA Points Formula to a stock what								-			\rightarrow	\rightarrow	
more scannelly, CEO DIANG MADERNING	"Building Great African Brands and Reputations in the Digital Age"	Pioneering global African branding and reputation architect, advisor and author. Founder of Brand Africa and Public Sector Excellence. Director of Mercantile Bank, Brand South Africa, WWF and South African Tourism, and vice-Chairman of Brand	Ac per Thebe that is the synopsis, and quote. "The IAB Digital Summit is a timely platform to showcase the impact technology/digital has had as the most significant catalyst for Africa's continuous and commercial borders and given Africa's avice in the world. Because of the global breakthroughs of technology led brands such as MTN and Mybesa, two of the most well-respected made in Infair brands, Mfres a schowledged as cutting edge market.													
		Council of South Africa.	world. Because of the global breakthroughs of technology led brands such as MTN and Mpesa, two													
			of the most well-respecteced made in africa brands, Africa is acknowledged as a cutting edge market for the digital revolution," Thebe Ikalafeng – Founder/Chairman – Brand Africa and Brand Leadership													
			Group.													

John Sanel, Trend Specialist. The Optimist. Author. Entrepreneur. Speaker. Business Innovation Strategist.	e gamification of everything							-		-	-		-	-	\neg	\vdash	\vdash	
Optimist. Author.	e gammaton or everyoning	Recognized as 'Mr Brand' by the Mail&Guardian, Ikalafeng is arguably one of Africa's	As a trend specialist and future focused											, 1	, !	('	ı I	
Entrepreneur. Speaker.		foremost brand authorities. He has been recognised as one of the Top 10 Thinkers in	business innovation strategist being part of the IAB Summit is an excellent synergy for me, joining											, 1	, ,	[i 1	
Business Innovation strategist.		Marketing in an Ipsos survey among business decision makers in Southern Africa. He	As a trend opercialst and future focused business innovations tratigate being part of the IAB Summit is an excellent synergy for me, joining forces to dispet the world is what this new world is about – collaboration at its best.											, 1	, ,	[i 1	
		is a respected industry leader with wide executive, advisory and board experience. He has been recognized with an American Marketing Association/Marquette												, 1	, !	('	ı I	
		University Award for Marketing Excellence and the Asia Brand Congress for Brand												, 1	, ,	[i 1	
Fiona Buchner IAB	O Terrodomentian & Education Council		Companie of Austra								_			-	$\overline{}$	-	\rightarrow	
riona bucilinei IAB proi	B Transformation & Education Council ogress & the MAC Charter	Fiona Buchner is a Marketing Strategist with over 20 years' experience in	Synopsis of topic: Leveraging the MAC Charter to give our transformation agenda impetus - an overview of how the IAB is gearing to deliver short term, medium term and long term impact on the transformation of our industry to deliver against the MAC charter objectives.	l										, '	, 1	1		1
[]		marketing, the vast majority of which has been in the digital space having started her career in digital, being the Brand Executive for www.jobs.co.za	is gearing to deliver short term, medium term and long term impact on the transformation of our											, 1	, ,	[i 1	
		started her career in digital, being the Brand Executive for www.jobs.co.za	industry to deliver against the MAC charter objectives.											, 1	, ,	[i 1	
		Managing Director of Peppers ad Rogers Group South Africa, working for												, 1	, !	('	ı I	
		and moving onto work on Liberty Life's Ecommerce venture, becoming Managing Director of Peppers ad Rogers Group South Africa, working for Osiris as Head of Retention Marketing for 15 of their international online												, 1	, ,	[i 1	
		brands and heading up South African Tourism eMarketing division before												, 1	, ,	[i 1	
		brands and heading up South African Tourism eMarketing division before leaving the corporate environment to run her our consulting company. In her consulting capacity, she has worked on numerous brands — online and												, 1	, !	('	ı I	
		Itraditional, both from an agency side, a customer side and as a strategic												, 1	, ,	[i 1	
		business facilitator.												, 1	, !	('	ı I	
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		Driven from an analytical perspective, her passion is leveraging customer data, consumer insights and customer trends to develop robust marketing strategies. While strategy is her forte, she also has considerable implementation experience, which allows her the hands-on understanding												, 1	, !	('	ı I	
		strategies. While strategy is her forte, she also has considerable												, 1	, !	('	ı I	
		implementation experience, which allows her the hands-on understanding												, 1	, ,	[i 1	
		analytically orientated, she focuses on developing quantifiable metrics for												, 1	, !	('	ı I	
		implementation experience, writin allows ner the nanox-on understanding of extrapolating strategy into fully integrated 360 degree campaigns. Being analytically orientated, she focuses on developing quantifiable metrics for campaign success, which allow detailed learning and ROI insight – as well as delivering tools for further refinement and enhancement of the campaign												, 1	, ,	[i 1	
		delivering tools for further refinement and enhancement of the campaign mechanics.												, 1	, ,	[i 1	
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		With CRM and the digital sphere being so firmly planted in data driven		l										, 1	, !	1		1
		marketing, Fiona has an additional specialty here. CRM remains her true		l					1 1					, 1	, !	1		1
		optimisation strategy development being a particular focus. Working in		l					1 1					, 1	, !	1		1
		armitication and use digital spines being so intimy planted in total drivent marketing, from has an additional specialty here. CRM remains her true passion, with customer segmentation profiling and customer profit optimisation strategy development being a particular focus. Working in digital mediums has allowed her to develop robust business analysis skills,		l					1 1					, 1	, !	1		1
		joint application development facilitation expertise and system		l										, 1	, !	1		1
		development experience.												'		!		
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		Having managed teams and budgets for over 15 years gives her a deep understanding of maximizing human potential within a defined budget, and the ability to extract the best from people and available resources. She has also honed her broader strategic business acumen, developing business process engineering skills, strategic facilitation expertise, as well as general HR, operations and workflow management talent.		l										, 1	, !	1		1
		understanding of maximising human potential within a defined budget, and		l										, 1	, !	()		1
		the ability to extract the best from people and available resources. She has also honed her broader strategic business acumen, developing historiess		l										, 1	, !	()		1
		process engineering skills, strategic facilitation expertise, as well as general		l										, 1	, !	1		1
		HR, operations and workflow management talent.												, 1	, !	('	ı I	
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