

Speakers announced for Social Media Landscape Briefing 2019

Brought to you by Marketing Mix Conferences, the Social Media Landscape Briefing 2019 will take place on 16 October 2018 in Johannesburg and 18 October 2018 in Cape Town.



Speakers (L-R): Top - Mongezi Mtati, marketing manager, Ornico, Arthur Goldstuck, CEO of World Wide Worx, Matthew Arnold, chief engagement officer, VML. Bottom - Arye Kellman, co-founder and chief creative officer, Tilt, Gail Schimmel, CEO, ASA and Godfrey Parkin, CEO, Britefire.

If we look at the social media timeline, we have seen major events and continuous changes take place. This has shaped the way in which marketers and brands can communicate with their communities. 2017/8 has been a very interesting year in the social media landscape and that is why this year's briefings will be exploring the power of social media, the hot issues and debates, the legislation and regulation, technologies and new ways to create seamless and integrated content experiences to improve customer experiences.

In keeping of the annual briefings, Arthur Goldstuck, CEO of World Wide Worx will reveal the annual report which has become the highlights of both the social media year and the research year. His annual research announcements and most importantly his astute insights. Every year World Wide Worx tries to bring something different and new and if anyone can gaze into the crystal social media ball for 2019, it's Goldstuck.

Another big announcement will be the IAB and ASA who will define enforceable guidelines for paid social media communications lead by Gail Schimmel, CEO, ASA (JHB & CT) and Matthew Arnold, IAB SA (JHB & CT). This will provide marketers with much more clarity about what is permissible and what is not acceptable, and a strategic initiative to protect the consumer.

Speakers and panellists

- Arye Kellman, co-founder and chief creative officer, Tilt, (JHB & CT) will unpack how brands can select the right influencers, track the performance of the influencer campaigns and focus on the analytics that matter.
- Mongezi Mtati, marketing manager, Ornico (JHB & CT) will give us an insight into the SA Brand Index and announce SA's top performing social brands as well as for 4 Sub-Saharan hot markets; and most interestingly an analysis of leading campaigns.

- Godfrey Parkin, CEO, Britefire (JHB & CT) will unpack why messaging is the new hot medium-driven by personalised marketing, pros and cons of the primary messaging platforms and who's likely to come out on top. He will unpack Twitter, WhatsApp, Periscope, WeChat, Snapchat, BBM and Facebook Messenger.

Other speakers include:

- Carmen Murray, founder of Boo-Yah!
- Sarah Utermark, country director, MMA SA, IAB Innovation Council, IAB Education and Transformation Committee
- Crayg Hitzeroth, MD, Ad Dynamo
- Rebone Masemola, brand executive, Kantar Consulting
- Mike Wronski, director, Digital
- Gopolang Mashigo, associate, Be Salt
- Richard Haubrich, CEO, HYCO Technologies and director of content
- Shae Leigh, copywriter and digital content creator, Red & Yellow Creative School of Business
- Candy Goodman, MD Mobitainment
- Haldon Burns, head of brand and strategy, IAB Education and Transformation Committee
- MJ Khan, Group Online media manager, Sasol
- Marius Greeff, MD, Turn Left Media

Insights

Marketing Mix publisher, Terry Murphy who will open the Summit with a short introduction, says that social media is on a fast rise, but how big is the rise in South Africa for all of the social media platforms. "This year we have asked our speakers, panellist, delegates, Red and Yellow Students to identify key issues that they want expert advice on," he says.

In addition to the incredible insights that will be bestowed upon our delegates, there are also going to be competitions running throughout the day to get #SML18 trending and to show the power of social media.

Click [here](#) for the programme.

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