

TUESDAY | 5 SEPTEMBER 2023

19h00	Welcome Diner for International Delegates	
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WEDNESDAY | 6 SEPTEMBER 2023

TIME	TOPIC	SPEAKERS
07h00	Registration and badge collection	
09h00	OPENING PLENARY Official welcome to both confederations (AMC & TICONA) and Member Bodies	UMS Representative ICTAU Representative
09h20	KEYNOTE ADDRESS: Strategy and Technology. Expanding the Success of Pan-African Brands	Prof. Robert Ebo Hinson, PhD. - Pro Vice-Chancellor - Ghana Communication Technology University
10h00	TEA BREAK	
10h00	BREAK INTO CONFEDERATIONS	
10h30	WELCOME ADDRESS:	* David Balikuddembe - President, Uganda Marketers Society * Helen McIntee - President, African Marketing Confederation
11h00	KEYNOTE ADDRESS Africa's \$3.4 trillion economy: Opportunities for Marketers	Chief Guest
11h40	Media & Marketing Communications: Its A Whole New Ball Game Examining relevant case studies, that will explore the role of new media in African marketing and its measurable value to the bottom line.	* Nondumiso Ngobese Mabece - Head of Consumer Marketing and PR, Multichoice Africa Holdings (South Africa) * Dr Kin Kariisa - Group CEO - Next Media (Uganda) * Philbert Julai Mdingi - Head Of Marketing - Nation Media Group (Kenya)
13h00	LUNCH	
14h00	PRESENTATION Is AI Intelligent Enough for Marketing? This hot topic will cover data-driven decision-making, the future of analytics and AI including the rise of ChatGpt.	Ali Hussein Kassim - Chief Executive Officer, AHK Corp (Kenya)
15h00	TBD	
16h00	Optional recreation activities	
18h30	Official Opening Dinner (Pool-side)	

THURSDAY | 7 SEPTEMBER 2023

07h00	BREAKFAST	
08h30	PRESENTATION: Time To Go Back To Our Roots Culture as the new marketing currency in Africa	* Pheodor Mundia - Head of Marketing, East & Southern Africa - Upfield (Kenya)
09h30	PRESENTATION Leadership: Growing Resilient People & Adaptive Leaders Identifying problems/solutions, monetization and scaling.	* Yaw Nsarkoh - Portfolio. Advisor. Investor. Strategist (United Kingdom) * Doreen Asaasira Muhangazi - Chief Human Resource Officer (Uganda)
10h30	TEA BREAK	
11h00	PRESENTATION The Contribution Of Marketing To The Success Of AfCFTA The opportunities, the challenges, the policies & the progress	AfCFTA Representative

11h40	PANEL DISCUSSION Brand Success Across Africa – Brands That Have Achieved Success Across The Continent	* George Arodi - Chief Executive Officer, Uganda Baati Ltd * Simon Harvey - Chief Executive Officer, Harris International
13h00	LUNCH	
14h00	PRESENTATION: Global Marketing Skills	* James Sutton - Strategy and Commercial Director - CIM (UK)
14h45	PRESENTATION:	
15h50	Sunset Boat Cruise on Lake Victoria	
19h00	Moonlight Dinner Party	
FRIDAY 8th SEPTEMBER 2023		
07h00	BREAKFAST	
09h00	CLOSING PLENARY Marketing and ICT - Working together to attain Africa's \$3.4 trillion opportunities	TICONA Representative
10h00	TEA BREAK	
10h30	PRESENTATION Rebranding Africa - One Country At A Time	* Dr Matongo Matamwandi - Chief Executive Officer of Zambia Tourism Agency (Zambia) * Uganda Tourism Board
11h30	Breakout Sessions (Choose)	
	Digital Marketing & Content	* Aaron Musoke Ssebambulidde - Managing Director, Pulse Uganda
	PR & Corporate Governance	* Charles Nsamba - Regulatory Affairs Lead at BAT Uganda.
	Consumer Behaviour & SVS Marketing	* Siham Malek - Country Chair - Brand Creation and Marketing Chapter
12h00		
14h00	Why marketers should be the sustainability champion's in Africa and beyond Sustainability Is Not Just Planting Trees, Bamboo Cutlery And Paper Straws. The panel will answer the question as to why marketers should be the sustainability champion's in Africa and beyond. The panel will address the challenges facing the profession and the opportunities available in sustainable marketing.	* Juliet Ziswa - Marketing Director, OK Zimbabwe Limited Group (Zimbabwe) * Anne-Joy Michira - Marketing & Innovations Director EABL * Cathy Adengo - Head of Sustainability Stanbic Bank
16h00	Trip to Ndere Centre	
17h30	Official Closing Ceremony & Awards Dinner (AMC and TICONA Marketer and ICT Professional AWARDS) at Ndere Center	