

MM MARKETING — MASTERS —

23 NOVEMBER 2018
THE OYSTER BOX HOTEL
UMHLANGA DURBAN

PROGRAMME 2018

08:30 – 09:00		Registration - Pearl Room, First Floor
09:00 – 09:10		Welcome
09:10 – 09:50 (40 min)		<p>Absolute Clarity: The foundation of great marketing Winston Nolan – Author & Sales Trainer</p> <p>Before you start to craft your marketing plans, you should have a clear business goal. It starts by having absolute clarity of your business goals, the customers you'll serve and the problems you'll solve.</p> <p>In this session we will discuss business goals and how five levels of clarity can help you craft a great marketing plan. You will learn a new approach to the outdated and destructive SWOT analysis and discover the power of clear messaging. We will demonstrate how to build a strong foundation for your marketing efforts, by discussing relevant case studies.</p> <p>Winston's passion is business growth and expansion. He has over 15 years' experience in sales and marketing and is the founder of The Sales Machine. Winston built his first multi-million-dollar business at the age 26.</p> <p>Now thirty four he has been instrumental in the growth of hundreds of companies - large and small by way of developing and implementing business growth plans. He is speaker, author, trainer and business growth expert.</p>
09:50 – 10:50 (60 min)		<p>Design a Marketing Strategy focussed on your target market Dylan Kohlstadt – Founder & CEO: ShiftOne Digital</p> <p>Who are your target markets? What drives and motivates them? How do you reach them effectively? Which social channels do they use? Which traditional channels? Who influences them? In this exciting and informative talk, Dylan Kohlstadt will give you a practical tool to focus all your marketing efforts, for maximum benefit.</p> <p>Dylan Kohlstädt started Shift ONE digital, over seven years ago and now has 13 full time staff members from her offices in Cape Town and clients based all over the world. Shift ONE builds websites, knows SEO and will get you on page one of Google, next level social media, online advertising, email marketing, graphic design, blogging, press and PR, lead generation, writing, video, animations, and more. Dylan also recently launched the Digital Marketing Academy – that upskills marketers and entrepreneurs in digital marketing skills, in a fun, dace-to-face environment. Dylan has worked in advertising,</p>

		<p>marketing and online in South Africa, UK and Australia and attended a Google for Entrepreneurs immersion course in Silicon Valley on going from garage to global.</p> <p>Shift ONE is a results-based, integrated digital marketing agency, based in Cape Town. With 17 subject matter experts and clients based all over the world, we specialise in 'next level social media' using communities and content to turn customers into fans. We accelerate growth.</p>
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10:50 – 11:10	Tea Break	
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<p>11:10 – 12:00 (50 min)</p>		<p>Power tool: Setting up an effective Marketing Budget Ed Hatton – Marketing Consultant: The Marketing Director</p> <p>Because marketing affects most areas of your business, your marketing budget is critical to your success and should be aligned in supportive of your business goals. Marketing is much more than just advertising and promotions, and your budget must cover the many areas of planning, pricing and distributing your product or service if you want to stay competitive and maximize your profits.</p> <p>In this session we will take you through a marketing budget template and discuss aspects that should be considered like market research, product planning and development, financial projections, pricing objectives, distribution methods, advertising, promotions and public relations. A good marketing budget can be a great navigational tool for business success.</p> <p>Ed Hatton is the owner of The Marketing Director and has consulted to and mentored SMBs in strategy, marketing and sales for almost 30 years. He is an author, a columnist with a column in Entrepreneur magazine and a facilitator of strategic planning sessions, especially around marketing strategy.</p>
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<p>12:00 – 13:00 (60 min)</p>		<p>Prospecting – The most underused selling skill in sales Ray Patterson – Professional Sales Coach</p> <p>Once your marketing strategy is in place the next thing is to work on your sales strategy. Some companies spend a lot of money on marketing to generate enquiries that they can pass on to the sales team. But this does not always generate enough leads for the salespeople to achieve their sales targets. One of the most powerful selling skills that your sales team will need to increase your sales, is prospecting.</p> <p>You cannot achieve your full potential in sales without prospecting for new business. New business is the lifeblood of any organization. In this talk Ray will give you some tips and ideas on how and where to find new prospects and new business.</p> <p>Ray is a dynamic and passionate Sales Trainer and Conference Speaker with a lifetime's experience in Sales and Sales Management. Everything Ray speaks about when delivering his presentations comes from personal knowledge and experience and not internet research.</p> <p>Ray believes that salespeople can only be successful in the selling situation, when they are face to face with their customers, if they are really enthusiastic and excited about what they are doing.</p>
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13:00 – 13:30	Lunch Break	
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<p>13:30 – 14:20 (50 min)</p>		<p>Brand Strategy Simon Grainger - BRANDBRIGHT</p> <p>In this session, we will cover the core elements of a 'brand strategy'. The session includes: Understanding 'Brand Strategy'; Defining the Marketplace; Consumer or Target Market; Competitors; Your Brand Identity and Your Brand Positioning.</p> <p>Simon views myself as a 'brand nerd'. He consults, lectures, writes and gives regular industry talks on his favourite subject in the world: branding. He believes that in a rapidly changing and saturated marketplace, you need a well-researched and crafted strategy to help your brand shine brightly. In 2011, he founded BRANDBRIGHT with the purpose to do just that: advise businesses and individuals on how to build their greatest asset, their brand.</p>
<p>14:20 – 15:15 (55 min)</p>		<p>Translating your brand to the Digital Ecosystem Mike Saunders – Author & Founder: Digitlab</p> <p>Every brand is able to jump on social media, however this does not mean you're succeeding online. Success comes from a delicate balance of understand digital opportunities, business strategy, brand strategy and your consumer needs.</p> <p>In this masterclass we will discuss the ways in which brands transfer online. We will discuss strategic models for digital brands and the steps necessary to successfully build a digital brand.</p> <p>Mike Saunders is the CEO of DigitLab, a digital marketing and social media agency, as well as a author, change agent and keynote speaker. His interest lies in how people use technology, believing that technology is only useful if people use it to build value into their lives. As international keynote speaker, Mike has worked with some of the world's most prestigious organisations including KPMG, Vodacom, IBM, Toyota and Mr Price. Along with his experience in business, Mike has also contributed to leadership programmes for Gordon's Institute of Business (GIBS).</p>
<p>15:15 – 15:30 Closure, Afternoon Tea, Departure</p>		

Notes:

Please note: We reserve the right to make changes to the programme and speaker line-up without prior notice.