



PROGRAMME SANDTON 2019

Thursday 5 September 2019
Park Inn Hotel, Sandton

Organised and Presented by:



Business
Conferences

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PROGRAMME

5 September 2019

ParkInn Hotel, Sandton, Johannesburg



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08:30 – 09:00		Registration – Conference Centre, Ground Floor
09:00 – 09:10		Welcome
09:10 – 09:50 (40 min)	  <p>tiffany@claycreative.co.za</p>	<p>Keeping social media social Tiffany Fernandes and Helen Aadnesgaard – Clay Creative</p> <p>In this presentation, you will learn how to beat the algorithms to ensure a better connection with your audience, how to stand out in an over-saturated social media environment and how to find a simple and creative social media strategy that works.</p> <p>Tiffany is an experienced business owner and marketing professional with a BCom in Marketing Management with particular skill in marketing and brand consulting. She has worked on accounts across various industries and brands for over 10 years and has held clients like Hellmann Worldwide Logistics, City & Guilds and Anat Food Group to name a few.</p> <p>Helen has been operating in the social media space for 4 years and has a degree in creative branding communications and a handful of years' experience in-agency as a copywriter. She's helped brands like Mazda, OLX, M-Net, and more have kick-ass social media presences. With a Loerie under one arm and a Pendoorring under the other, she's convinced she can break out of the trappings of traditional advertising and not burn out at 40.</p>
09:50 – 10:20 (30 min)	 <p>TWEET xxx</p> <p>EMAIL xxx</p>	<p>Social Selling through Employee Advocacy Nicholas Krul – TheIntern-Ship</p> <p>The definition of employee advocacy is quite simple: it is the promotion of your company by the people who work for it. People advocate for their employers on social media all the time. A Facebook post like, “Just had a great catered lunch at work. Thanks, [Employer!]” counts as employee advocacy. As does sharing the latest post from the company blog on your LinkedIn feed. In this presentation Nicholas will explain and demonstrate how employee advocacy can be an effective form of influencer marketing.</p> <p>Professionally, Nicholas works for The Intern-Ship and his focus is on helping organisations build successful employee advocacy programs. He is passionate about the new possibilities and opportunities that technology brings, especially to organisations and businesses in Africa. As a digital evangelist, he believe in the power of the internet in growing business. Online engagement brings the world to you and allows you to engage with your audience (customers) in real time.</p>

<p>10:20 – 11:00 (40 min)</p>	 <p>TWEET xxx</p> <p>EMAIL xxx</p>	<p>10 Benefits of Social Media trends that has boosted SME start-up success Ame S Zachariah – Digital Brand and Business Lecturer at Vega School</p> <p>Ame has been an IIE Vega Lecturer since 2017, she has taught modules including Innovation Management, Digital brand and strategic Business, Digital marketing – Work Integrated learning and Digital brand building. She has 10 years work experience in the media, marketing and strategic communication fields.</p> <p>Ame has earned a Bachelor of Arts degree in Media Studies with a double speciality in Public Relations and Television production. She holds a master’s in Strategic Management from the University of Derby – UK. She is currently completing a Doctorate in Business Administration (DBA) with the University of Kwazulu Natal. Her research focus is in the “Development of integrated Strategic Business models”.</p>
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11:00 – 11:30		Tea Break
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<p>11:30 – 12:00 (30 min)</p>	 <p>TWEET xxx</p> <p>EMAIL xxx</p>	<p>Quality vs Quantity in capaign-ville Mashao Seabela - Social Media Influencer</p> <p>Traditional, digital campaigns were about bombarding as many people as possible with content to ensure the brand is seen. However, that does not lead to sales. Thus, my talk will be focused on how important engagement is, the need to target a specific audience and how we can create social media campaigns which are people/ issue centred as opposed to product centred.</p> <p>He discovered his interest in visual blogging in 2015 because he loved to take photos and post them on social media platforms where he discussed fashionable clothes. He studied a BA degree in politics and environmental sciences at the University of Cape Town (UCT).</p>
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<p>12:00 – 12:30 (30 min)</p>	 <p>TWEET xxx</p> <p>EMAIL Xxx</p>	<p>The power of storythinking Tamlyn Wilson – So Interactive and lecturer Vega</p> <p>Storytelling is a buzzword we're all getting tired of hearing. Why? Because we're not entirely sure of what it means or if it's really even that effective. The reason for its failure: many attempt to story-tell without learning how to story-think first. One might say the difference between storytelling and storythinking is much like the difference between a car and its driver - one can't move without the other - and, that it takes a <i>really</i> good driver to make the car perform at its best. We'll explore what storythinking is and how it can your help brand develop authentic stories for greater online presence and performance.</p> <p>Tamlyn has been internationally published, won Gold at Young Lynx 2018 and had the privilege of working on some of South Africa's top television series such as Isibaya, Rhythm City and Abo Mzala. Tamlyn is passionate about growing her understanding of communication and especially, how the power of story drives the most effective forms of it.</p>
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<p>12:30 – 13:10 (40 min)</p>	 <p>TWEET xxx</p> <p>EMAIL xxx</p>	<p>The Social Video Evolution Christophe Chantraine - Head: Ogilvy Social Lab,</p> <p>Look at your Newsfeed and you will immediately acknowledge; video content has become the most popular social format and the most interesting one for brands as the social currency is shifting from engagement to attention.</p> <p>Native social video is the next evolution in content and news consumption, players like NowThis and BuzzFeed are reaching millions of users on Facebook and Snapchat everyday with short entertaining videos. In his session, Christophee will offer a practical guide for the development and distribution of video content on social media. His presentation will cover key creative optimisation principles applied by newsrooms and best practice in paid amplification developed at Social Lab.</p> <p>Christophe is the MD at Social Lab South Africa and has over 12 years of experience working in digital and social media. His objective at Social Lab is to develop omnichannel digital strategies to bridge the historic creative and media agency divide. As a professional willing to share knowledge, Christophe teaches social media marketing at IHECS Journalism and Communication School in Brussels.</p>
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<p>13:15 – 14:00</p>	<p>Lunch Break</p>
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<p>14:00 – 14:40 (40 min)</p>	 <p>TWEET xxx</p> <p>EMAIL xxx</p>	<p>Capture the attention of your audience Nanga Ntsume Founder and Managing Director: Luna Digital</p> <p>The state of social media marketing has created a frenzy for many brands to dictate their brand story to their customers. With that being said, how you communicate your values and your business offerings will determine if the market will become a brand advocate or not. In this talk, Nanga talks about how to build brand awareness using content, video production, influencer marketing and everything in-between.</p> <p>Nanga Ntsume is a growth marketer specializing in acquisition strategy. He helps small and medium-size businesses and personality brands scale through consulting and advertising. Nanga is well known for his vast marketing knowledge and has a knack for "day-trading attention". He understands the world of social media marketing and helping brands navigate through the social noise.</p>
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<p>14:40 – 15:40 (60 min)</p>	 <p>TWEET @dylankohlstadt @shiftONEdigital</p>	<p>Next level Social Media Dylan Kohlstadt – Founder & CEO: ShiftOne Digital</p> <p>What is next level social media and how do you take your social media to the next level? Is your social media not moving the needle? In this engaging and informative talk, Dylan Kohlstadt will talk you through the various levels of social media marketing, including new and groundbreaking approaches.</p> <p>Dylan Kohlstädt started Shift ONE digital, over seven years ago and now has offices in Cape Town and Joburg, with clients based all over the world. Shift ONE offers integrated digital marketing from websites, SEO, social media, online advertising, email marketing, graphic design, blogging, press and PR, lead generation, writing, video, animations, and more.</p>
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