



Programme

12 September 2024 (9am – 4pm)
Sun Square City Bowl Hotel, Cape Town

Frm	To	Item
08:30	09:00	Arrival & Registration
09:00	09:10	Welcome
09:10	09:40	Storytelling in the digital space Raeesa Dhorat – Special Effects Media
09:40	10:10	B2B Content Creation Anet van Staden – Shift One Digital
10:10	10:40	Tips to grow your likes, followers and connections AND turn them into customers Ines Rosef-Ingram
10:40	11:10	Top tips for social media marketing Odette Butcher – Marketing Consultant
11:10	11:30	Tea Break
11:30	12:00	The legal matters of Social Media Marketing Robyn Shepherd - Schoeman Law Inc
12:00	12:30	Elevate your Social Media efforts with AI technologies Anneri van Wyk – Barkk Marketing
12:30	13:00	How to generate great content Modiegi Mokgopa & Luyanda Mazibuko - Special Effects Media
13:00	14:00	Lunch Break
14:10	14:40	Social media strategies Kyla Booysen – Social Media Strategist: Special Effects Media
14:40	15:10	Using YouTube in Social Media Campaigns Danillo Acquisto – CEO: Special Effects Media
15:10	15:50	Q&A Delegates get the opportunity to pose any Social Media Marketing question to our panel. This is your chance to get some tips and advise on your burning questions and challenges with Social Media.
16:00		Closure & Departure

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

Organiser: CADEK Media – Tel: 021 854 4700 – info@cadek.co.za