



Craft your social media marketing strategy...

16 October 2025 • Stellenbosch

Venue: Protea Hotel Technopark 9am - 4pm

Book Online: www.socialmediaconference.co.za



Agenda

16 October 2025 | Protea Hotel Technopark, Stellenbosch

08:30 – 09:00 | Registration & Welcome Coffee

09:00 | Welcome by MC – Programme Commence

09:10 – 16:00 | Presentation Line-up

The State of Social Media in South Africa 2025

Mike Saunders – Founder & CEO: Digitlab

Influencer Marketing

Michael Constantinides (Cost) - Head of Strategy and Client Development: Humanz

Maximise Your Content – generate and repurpose content across platforms

Jessica Lotze – Founder: Barrk Marketing

Create targeted campaigns – Winning Social media strategies

Kyla Booysen – Social Media Strategist: Special Effects Media

Social Media best practices for B2B businesses

Jonelle Brink – Account Manager: Shift One Digital

AI content creating tools

Ines Rosef Ingram - CEO & Founder: Pine3 Marketing

WhatsApp for Business and Social Media support

Michelle Mattee – Chat Inc

From Clicks to Connection: The Psychology Behind Social Media Success

Sarah Heinz – Founder: Digital Fox Marketing

The Art of Storytelling in Social Media

Annie Olufuwa – Founder: Story'd Consultancy

Influencer Marketing - The Missing Link

Diane Lindeman - The Elevation Coach

Social Influence

Lori Weiner – Founder & MD: Brand Influence

16:00 | Closing & Departure

Please note: We reserve the right to make changes to the agenda, speakers, topics without prior notice. The final programme will be shared with registered delegates on the Friday before the conference. Delegates will receive a final printed programme at registration on the day of the conference.



**Business
Conferences**

Social Media Marketing Conference is owned and organised by:

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Book online at: www.socialmediaconference.co.za