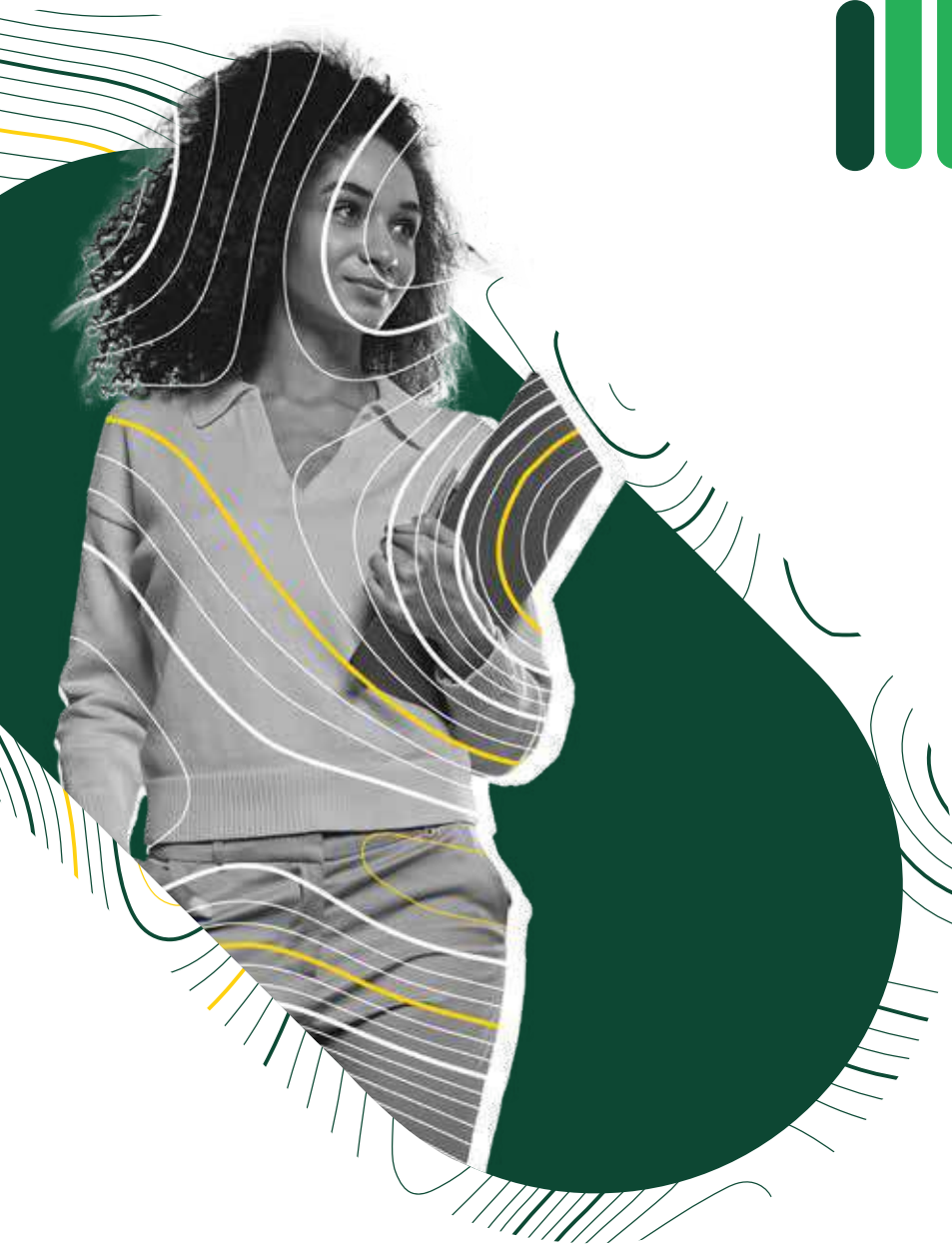




AFRICAN MARKETING  
CONFEDERATION



# Connecting Marketing Professionals

Conference | 23-24 March 2022

[www.africanmarketingconfederation.org](http://www.africanmarketingconfederation.org)

# About the AMC

The African Marketing Confederation is the ground-breaking Pan African body of marketing professionals spearheading the ongoing development of the highest possible standards of marketing across Africa.

Founded in 2011, the AMC is a collaboration between the African national marketing bodies and associations to exchange expertise and information, and to promote the marketing profession as a whole.

By unifying the bodies in the various countries, the AMC is positioned to exchange expertise and information, provide intellectual capital and to ensure that the continent has a platform for like-minded marketing professionals at the highest level.

The AMC aims to grow and support leaders in Marketing in Africa, through this platform.

## Member Bodies:



# Audience

## Marketing Practitioners Across the Continent



**Chief Marketing Officer**



**Director of Marketing**



**Marketing Analyst**



**Marketing Coordinator**



**Marketing Consultant**



**Marketing Managers**



**Marketing And Promotions  
Manager**



**Marketing Specialist**



**Vice President of Marketing**



# Conference

The Inaugural African Marketing Confederation (AMC) Conference 2022 will take place online on a dedicated event platform bringing together Marketing Professionals from across the entire continent for the first time.

Marketing is at the forefront of embracing digitalisation. The practical high impact conference programme will gear professionals on how to embrace marketing in the new world and take advantage of opportunities of marketing into Africa.

## Conference Tracks and Sub Themes



Doing Business Across African Borders



The Role of Marketing When Launching in Africa



The Role of The Marketer in Africa



Marketing and Supply - The Alignment and Relationship in Africa

## Your Opportunity

Access the largest gathering and network of marketing decision makers on the African continent.

We are opening the event up to providers of these services to engage with our audience at the virtual exhibition, the conference, and at networking initiatives linked to the event:

- Customer Insight Marketing
- Direct Marketing
- Inbound Marketing
- Event Marketing
- Demand Generation
- Mobile Marketing
- Public Relations
- Telemarketing
- Marketing Automation
- Professional Development
- Market Research
- Email Marketing
- Social Media Marketing
- Branding
- Lead Generation
- Content Marketing
- Search Engine Optimisation
- Website Management
- Advertising
- Relationship Marketing
- Measuring and Analytics
- Integrated Strategies
- CRM Marketing

# Benefits of Online Conferencing

## MARKET TO THE 21ST CENTURY DECISION MAKER

Showcase to your audience that you too have embraced the digital world.

## GREATER AUDIENCE REACH

No physical barriers means anyone can attend from anywhere.

## DRIVE BOOTH VISITS AND TRAFFIC

The online event will drive and encourage traffic to the booths through dedicated networking slots, sponsored prizes and platform broadcast messages. Exhibitors will also be trained on how to utilise the platform to invite and attract prospect clients to their booths.

## Measured Engagement and ROI

### INTERACTIVE DEDICATED EVENT PLATFORM

Lounge, Lobby, Expo, VIP Rooms and Conference track features all geared to maximise one- on-one networking.

### EVENT ANALYTICS

Receive a customised post event report for your sales team to follow up on; including the details of visitors to your booth, or even delegates who just viewed the content. This opens the door to invite further discussion and develop stronger interest and leads from the delegates.



Benefits	Diamond	Platinum	Gold	Silver	Bronze
Virtual Expo	X	X	X	X	X
Panel Participation	X		X		
Host Panel Discussion		X			
Stand Alone Session	X				
Delegate Passes	10	7	5	5	5
Video Advert in Conference	X	X			
Advert in Conference Manual	X	X	X	X	
Delegate List	X	X	X		
Facilitated Meetings	X	X	X	X	X
Analytics Engagement	X	X	X	X	X
Pre/Post/Onsite Marketing	Premium	Premium	Premium	Standard	Standard
Max Partners Allowed	1	2	2	4	25

**#Upgrade your partnership beyond the event and enjoy YEAR ROUND advertising, newsletter and networking benefits through the Africa Marketing Confederation community initiatives - Meet the team and find out more.**

## Custom Packages also

### Available For:

- Track Title Sponsor
- Branded Breakout Session
- Fun Poll or Online Event Games (quizzes etc)
- Industry Quiz
- Social Media Promotions
- Virtual Bags
- Pre or Post Event Closed Webinar Sessions

**Partnership Deadline:**  
10 February 2022

# Contact Us



**DEBBIE TAGG**

**Chief Operations Officer**  
Smart Procurement World  
debbiet@smartprocurement.net



**KESHNI REDDY**

**Head of Commercial**  
Smart Procurement World  
keshni@smartprocurement.net

 African Marketing Confederation

 @connect\_amc

 African Marketing Confederation

