



2nd Annual African Marketing Confederation CONFERENCE

 6-9 September 2023

 Imperial Botanical Beach
Hotel, Entebbe, Uganda

 www.africanmarketingconfederation.org

Hosted by



Invitation to attend the 2nd Annual African Marketing Confederation Conference and Awards

The African Marketing Confederation (AMC) will be holding its 2nd Annual Marketing Conference and Awards Evening from the 6th to 9th September 2023 at the Imperial Botanical Beach Hotel, Entebbe, Uganda.

Hosted this year by the Uganda Marketers Society, this is a key event in the AMC calendar where we are able to bring together individuals from our AMC member associations across the African continent as well as provide a platform for networking with all other like-minded marketing professionals.

This year's AMC theme is:
**Africa's \$3.4 trillion
Economy: Opportunities
for Marketers**

This conference aims to showcase the untapped potential of Africa's vast market, providing attendees with valuable insights and tools to explore new business opportunities. With a population of over 1.3 billion people and rich in natural resources, Africa is an attractive market for marketers seeking new ventures.

The conference features keynote speeches, interactive sessions, and panel discussions to equip attendees with the knowledge and skills to tap into our unique market.

Once again we have lined up some of the best marketing leaders and professionals from industry and the community who are experts and thought leaders in the areas they will be discussing.



Join us for an enlightening conference and
unlock the potential of Africa's market.



DELEGATE PACKAGES



Individual Bookings

Package Option 1:

Full Conference & Accommodation

- ✓ 5 - 9 September 2023
- 890 USD
- 3 Day Conference

Including Excursions:

- 5 September**
Networking Evening and Light Dinner
- 6 September**
Official Opening and Barbecue Dinner
- 7 September**
Sunset Cruise on Lake Victoria
- 8 September**
Cultural Gala Dinner at Ndere Centre and Closing Ceremony

Package Option 2:

Day Delegate Only

- ✓ 6 - 8 September 2023
- 500 USD
- Includes:** 3 Day Full Conference only

Group Bookings

Package Option 1:

Full Conference & Accommodation

- ✓ 5 - 9 September 2023
- 800 USD per delegate
- 3 Day Conference

Including Excursions:

- 5 September**
Networking Evening and Light Dinner
- 6 September**
Official Opening and Barbecue Dinner
- 7 September**
Sunset Cruise on Lake Victoria
- 8 September**
Cultural Gala Dinner at Ndere Centre and Closing Ceremony

Package Option 2:

Day Delegate Only

- ✓ 6 - 8 September 2023
- 500 USD
- Includes:** 3 Day Full Conference only

Early Bird Specials

10% Discount

Book Before 15 August 2023



Delegate Registration & Payment Link

To secure your seat at the conference, please complete the delegate registration form.

[Click here](#)

Sponsorship & Exhibition Packages

Contact Sithabile Sithole

+27 74 952 2384

sithabile@smartprocurement.net

Exhibitors are required to make their space and booth bookings by **18 August 2023** in order to facilitate smooth planning.



VISA Application Information

<https://immigration.go.ug/services/tourist-visa>



Apply for your VISA

<https://www.visas.immigration.go.ug/#/>



Social & Networking Programme



Tuesday, 5 September
Networking Reception



Wednesday, 6 September
Official Opening and Barbecue Dinner



Thursday, 7 September
Sunset Cruise on Lake Victoria and Dinner



Friday, 8 September
Cultural Gala at Ndere Centre and Official Closing Ceremony



Conference Location



Location
Imperial Botanical Beach Hotel



Address
Plot M79, Lugard Ave, Entebbe, Uganda



Phone
+256 41 7305000



Website
<https://www.imperialhotels.co.ug/#/>

For further details and information, please do not hesitate to contact Betty Sichivula on +27 73 028 8775 alternatively you could email us at betty@africanmarketingconfederation.org

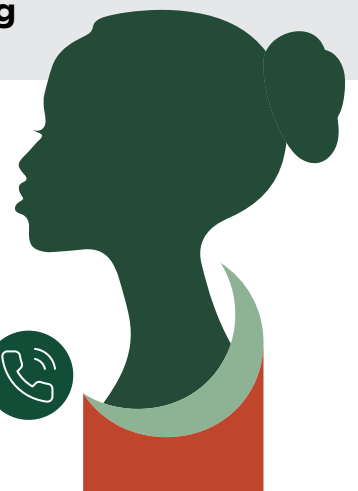
We look forward to hearing back from you, and seeing you at the conference and awards evening.

Yours Sincerely,

Helen McIntee
AMC President



AFRICAN MARKETING
CONFEDERATION





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Programme

CONFERENCE DAY 1

WEDNESDAY | 6 SEPTEMBER 2023

TIME	TOPIC
07h00	Registration and badge collection
09h00	OPENING PLENARY Official Welcome to Both Confederations and Member Bodies
09h20	KEYNOTE ADDRESS Strategy and Technology. Expanding the Success of Pan-African Brands.
10h00	TEA BREAK BREAK INTO CONFEDERATIONS
10h30	WELCOME ADDRESS AMC President & UMS (Host)
11h00	KEYNOTE ADDRESS Africa's \$3.4 trillion economy: Opportunities for Marketers
11h40	PANEL DISCUSSION Media & Marketing Communications: Its A Whole New Ball Game Examining relevant case studies, that will explore the role of new media in African marketing and its measurable value to the bottom line.
13h00	LUNCH
14h00	PRESENTATION Are Marketers Intelligent Enough For Ai? Are marketers intelligent enough for AI - this hot topic will cover data driven decision making, the future of analytics and AI including the rise of ChatGpt.
15h00	Optional activities
18h30	Official opening dinner barbeque - <i>Indoor poolside</i>



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CONFERENCE DAY 2

THURSDAY | 7 SEPTEMBER 2023

TIME	TOPIC
07h00	BREAKFAST
08h30	<p>PANEL DISCUSSION Sustainability Is Not Just Planting Trees, Bamboo Cutlery And Paper Straws Answering the question as to why marketers should be the sustainability champions in Africa and beyond. The panel will address the challenges facing the profession and opportunities available in sustainable marketing.</p>
09h30	<p>PRESENTATION Leadership: Growing Resilient People, Adaptive Leaders</p> <ul style="list-style-type: none"> • Lets talk entrepreneurship - identifying problems/solutions, monetization and scaling. • Lets talk more on employer branding - defining vision, purpose and values.
10h30	TEA BREAK
11h00	<p>PRESENTATION The Contribution Of Marketing To The Success Of AfCFTA The opportunities, the challenges, the policies, the progress.</p>
12h00	<p>PANEL DISCUSSION Brand Success Across Africa - One Brand That Has Achieved Success Across The Continent Supply chain and export strategies - a Unilever Brand</p>
13h00	LUNCH
14h00	PRESENTATION Global Marketing Skills
15h50	Sunset Boat Cruise
19h00	Moonlight Dinner Party



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CONFERENCE DAY 3

FRIDAY | 8 SEPTEMBER 2023

TIME	TOPIC
07h00	BREAKFAST
09h00	CLOSING PLENARY Marketing and ICT - working together to attain Africa's \$3.4 trillion opportunities
10h00	TEA BREAK
10h30	PRESENTATION Rebranding Africa - One Country At A Time
11h00	PRESENTATION Time To Go Back To Our Roots Culture as the new marketing currency in Africa
11h30	Breakout Sessions (Choose)
	Digital Marketing & Content
	PR & Corporate Governance
	Consumer Behaviour & Svs Marketing
12h00	LUNCH
16h00	Trip to Ndere Centre
17h30	Awards Dinner (AMC and TICONA Marketer and ICT Professional AWARDS) Ndere Center (official closing ceremony)