

The industry association, dedicated to promoting best practice and enhancing the total shopper experience.

Township Shopper Marketing Summit

JOHANNESBURG – MAY 10 & 11, 2018 | 08:00 – 16:00

Speakers and Topics on DAY 1



Township tenants are a huge hidden target market – First ever survey of tenants who live in township shacks, and pay rent which means they earn money.

At least one in two households rent out shacks. What are their disposable income priorities be they single or have family. And their cultural preferences. Complementing the data are the experienced and astute insights of Lebo Motshegoa of Foshizi, a very authoritative and experienced black consumer research consultancy.

Lebo Motshegoa, MD, Foshizi



Kasi Star Brand Awards 2018/2019 – announcing the winning insights driving the winning brands

Sarina de Beer, Managing Director, Ask Afrika



How brands can leverage the incredible reach and engagement of Instant Messaging and Chat platforms like WhatsApp and Facebook Messenger in township communities

Candice Goodman, MD, Mobitainment



Communicating effectively with informal traders through understanding their history, their cultures, and the framework in which they operate

Sean Press, Spotong Magazine Publisher & CEO of Contact Media and Communications



Brands working with “people occasions” – Shisa nyama’s, street bashes, funerals, religious festivals

Mpume Shange, MD, Expressive Through The Line



What are the different types of informal trade outlets that exists in the township? How do shoppers use them in relation to modern trade outlets? How can trade marketers optimise their distribution efforts and develop relevant point of sale marketing strategies within this space?

Jack Hlongwane, Senior Research Executive, Kantar TNS



House music and how brands can benefit from its influential pop culture – house deejays, house music events

Case studies of brands that have partnered with house deejays & events.

Gopolang Mashigo, Project Manager, BE SALT



The Kasi @Home Shopper – homeowner preferences on furnishings, design and appliances, grocery planning and why they choose formal or informal retail

Nancy Madikizela Austin, Marketing & Insights Manager, Minanawe Marketing



**IMBANI
HRS**

Spaza Entrepreneur Model for women in townships

Trevor Carty, Wealth & Strategy Director, IMBANI HRS (Pty) Ltd & Jill Young, Corporate Fundamentals

Speakers and Topics on DAY 2



“Over the last 10 years, with the growth of shopping centres and malls in most SA townships, there has also been a growth of major restaurant chains in these areas, giving township consumers access to a wide range of food choices”
“Over the last 10 years, with the growth of shopping centres and malls in most SA townships, there has also been a growth of major restaurant chains in these areas, giving township consumers access to a wide range of food choices. Get some insights on the Lucky star sponsored Township Caterers’ training programme that has been running for 6 months

Gill Mkhasibe, MD, The Mkhasibe Group



Impact of international trends and brands on young, upwardly mobile black professionals – on-stage focus group

* LIVE focus group discussion on stage

Mokebe Thulo, Business Development and Marketing Manager, HDI Marketeers



The Power of Empathy” – walking a mile in the township consumers shoes – seeing what influences her

* You will see and hear how peoples lifestyles and cultures impact their spending priorities

Greg Potterton of Instant Grass



Ipsos Connect

Working with business women in the townships

Nanzala Mwaura, Head, Ipsos Connect



Alex viz Phola Malls – customizing promotions for local communities and harnessing the power of viral content

**Matthew McCormick, Marketing and Project Development,
McCormick Properties**



Black Twitter is a cultural identity on the Twitter social network focused on issues of interest to the black community

Xolani Wiseman Sedibe - Creative Digital Strategist, Black Smoke Agency – Experiential Digital Marketing Agency



How culture mirrors mass behaviour and the importance of brands aligning

Siya Metane, MD, SlikourOnLife



Club 10 (Masscash) 400 taverns; customised marketing to build foot traffic and woo the tavern owners; opportunities for FMCG brands

Kit Platt, Merchandise Executive – Liquor, Jumbo (Masscash)

COST:

For Members

One day conference: R4,510 (excl vat) per delegate

Two day conference: R7,870 (excl vat) per delegate

For Non Members

One day conference: R4,950 (excl vat) per delegate

Two day conference: R8,750 (excl vat) per delegate

***Group discounts for bookings of 5 or more people**

VENUE:

Bryanston Country Club,
Sandton

FOR MORE INFORMATION OR TO BOOK CONTACT-

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In Partnership with

