



promaxbda africa

2018 CONFERENCE AT-A-GLANCE

THURSDAY 8TH NOVEMBER 2018 AT THE MASLOW

8:00AM ONWARDS

REGISTRATION

MAIN BALLROOM

BREAKOUT ROOM

9:15AM - 9:45AM

FAIL BETTER
BY STEVE BROUWERS

9:45AM - 10:00AM

CONFERENCE OPENED
BY PROMAXBDA AFRICA 2018 CHAIRMAN TIMOTHY HORWOOD

10:00AM - 10:30AM

MORNING TEA PROUDLY SPONSORED BY MONARCHY

10:30AM - 11:30AM

DISRUPTION - BUZZWORD
OR BUZZWORTHY
SAMIRA GERIN-SINGH

WHO WANTS TO REBRAND
BY LIZ DUNNING

11:30AM - 12:30PM

NEW BEST PRACTICES 2018
BY LEE HUNT
BROUGHT TO YOU BY DStv & M-NET

12:30PM - 1:30PM

LUNCH PROUDLY SPONSORED BY SUPERSPORT

1:30PM - 2:30PM

WORLD GOLD
BY TEBOGO MOGOLA

2:30PM - 3:30PM

KEEPING CHANNEL BRANDS
RELEVANT IN A TITLE-DRIVEN WORLD
BY LEE HUNT
BROUGHT TO YOU BY DStv & M-NET

DO YOU HESITATE WHEN
SELLING YOUR IDEAS?
BY LIZ DUNNING

3:30PM - 4:00PM

AFTERNOON TEA PROUDLY SPONSORED BY VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA

4:00PM - 5:00PM

JENN NKIRU - A NEW BLACK RENAISSANCE
BROUGHT TO YOU BY SABC

5:00PM - 5:45PM

PRE-AWARDS DRINKS

5:45PM - 7:30PM

PROMAXBDA AFRICA 2018 AWARDS SHOW
PROUDLY SPONSORED BY DStv & M-NET

8:00PM - 11:00PM

AWARDS AFTER PARTY
AT TABOO
HOSTED BY MTV BASE