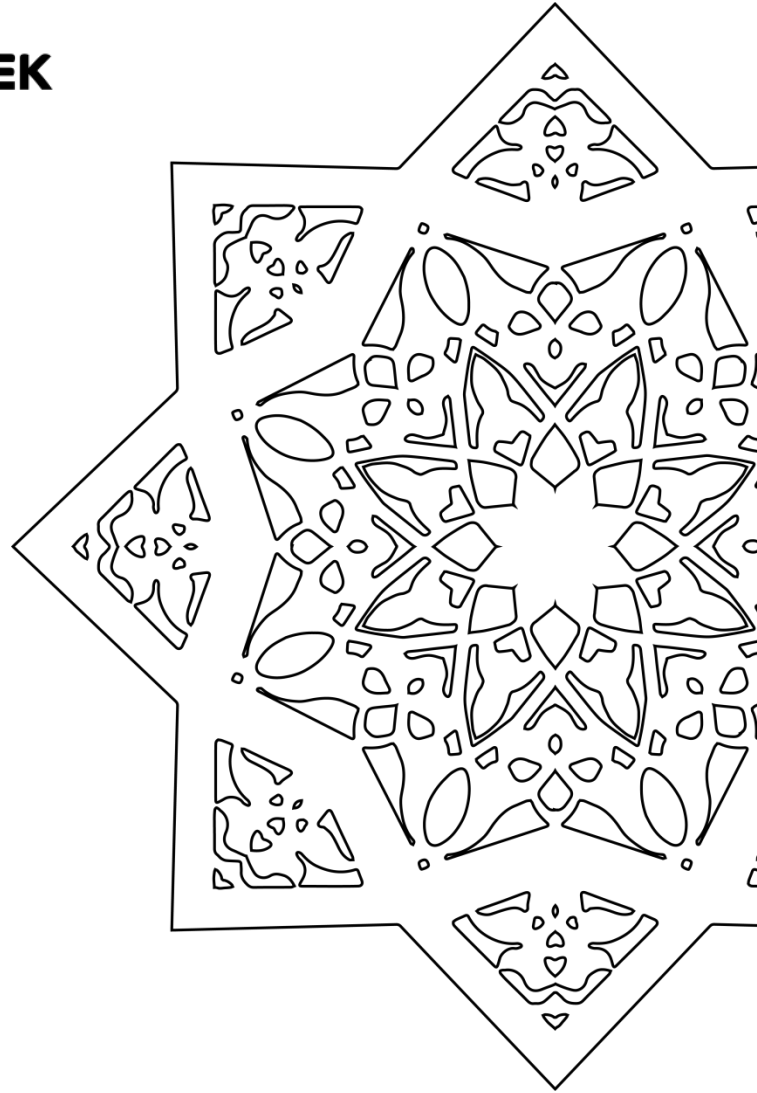




**WFA GLOBAL
MARKETER WEEK**
#GMW2015



Thursday, March 19th, 2015

Fellah Hotel, KM 13, Route de L'Ourika, Tassoultante – Canal Zarraba

TODAY

| AFRICAN ACCELERATOR

09:00 TO 10:30

COFFEE BREAK [10:30 – 11:00]

| CONTAGIOUS INSPIRATION

11:00 TO 12:15

LUNCH [12:15 – 13:15]

| PROJECT RECONNECT

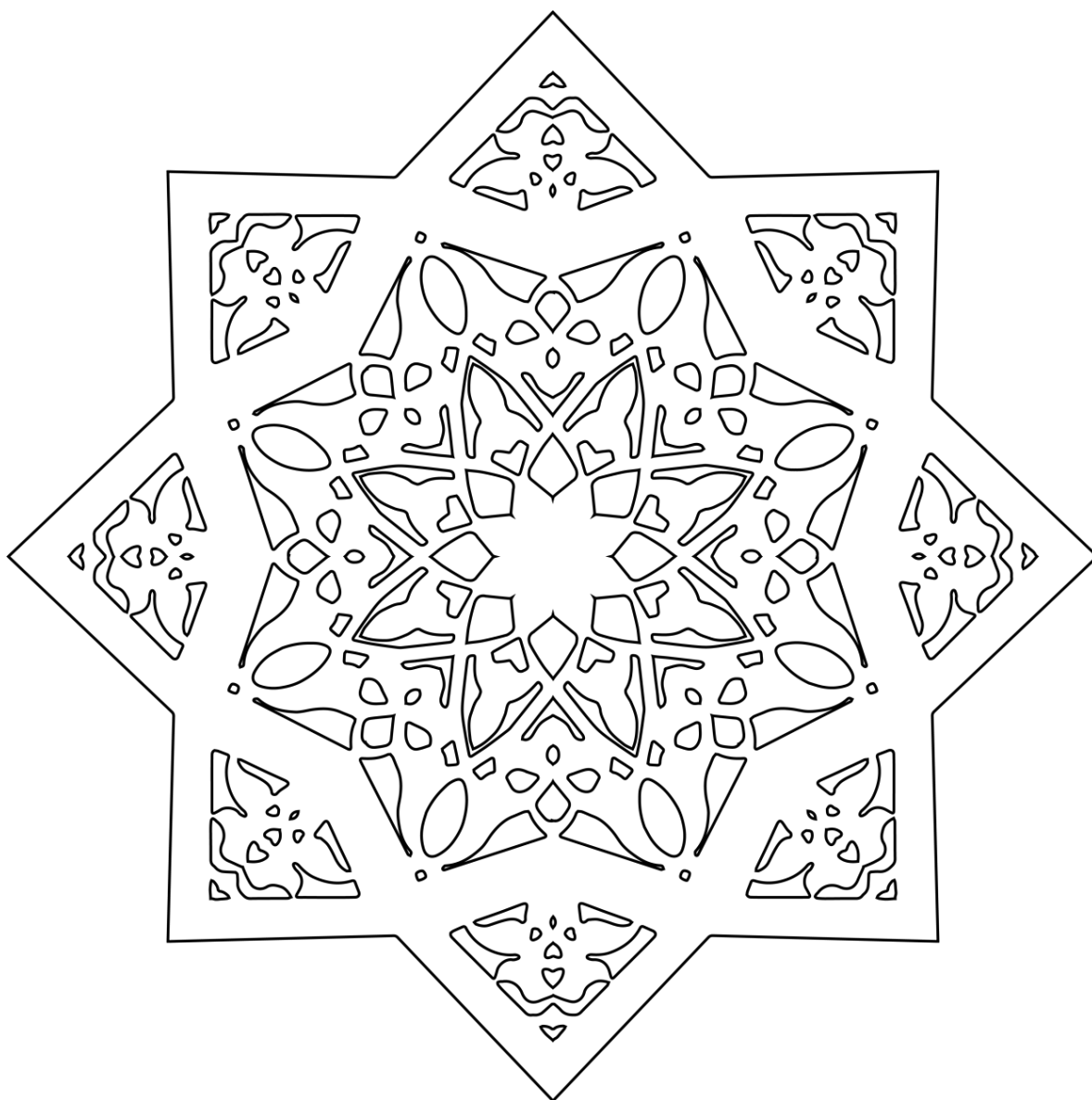


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13:15 TO 14:45

COCKTAIL [14:45 – 16:00]





| AFRICAN ACCELERATOR

09:00 TO 10:30

Africa is an exciting prospect for marketers. Often misconstrued as a single market, its scale and diversity can be bewildering. The African Accelerator will explore challenges and opportunities being faced by marketers in this exciting part of the world with a view to providing insight into what it takes to succeed in Africa.

During this interactive session we will hear insight into consumers in Africa within a global context from IPSOS. Our moderator, Toby Shapshak, of TED fame, will then share highlights of WFA’s first-ever regional research amongst client-side marketers in Africa. Then we will hear from the marketers themselves, including the founder of MOOR’S Surfboards (a local entrepreneur and true global citizen) and a Nigerian-based marketer from Promasidor with experience in multiple African markets. The panel session, moderated by Toby, will then open the discussion to the floor, welcoming questions and comments from you, our delegates.

Our speakers:



**TOBY
SHAPSHAK**
EDITOR AND PUBLISHER
STUFF MAGAZINE



**KAMAL
TAIBI**
FOUNDER AND
MANAGING DIRECTOR
STRATËUS GROUP



**DAVID
SOMERS**
CEO PAN AFRICA
IPSOS



**CAMILE
SAID-EDDINE**
FOUNDER
MOOR’S



**KACHI
ONUBOGU**
EXECUTIVE DIRECTOR
COMMERCIAL
PROMASIDOR



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| **CONTAGIOUS INSPIRATION**

11:00 TO 12:15

Innovation in creativity is fundamental to building winning brands in a world where change is now a constant and competition can come from anywhere. Contagious brands are those that crave and value ingenuity, brilliant ideas and new ways of thinking. Fresh and unique perspectives are the lifeblood of success in our industry and WFA's partners Contagious has developed a set of principles – or Commandments - that we feel modern brands should live by if they are to flourish. From Asking Heresy Questions to Weaponising Your Audience, **Katrina Dodd** will bring to life the Contagious Commandments, examining inspiring campaigns from a wide range of categories, media channels and regions. New ways for brands to grow are emerging all the time: creativity is your last remaining unfair advantage.

Our speaker:



**KATRINA
DODD**
SENIOR CONSULTANT
CONTAGIOUS

**PROJECT
RECONNECT**
TOWARDS BETTER MARKETING

| **PROJECT RECONENT**

The Seven Deadly Sins of Marketing

13:15 TO 14:45

Jon Wilkins, founder of Naked Communications and Chairman of Karmarama, will present his take on consumer research that WFA has conducted on how marketers can get things wrong. His provocative approach will be laced with real-life examples and include insight for brand owners on how to overcome some of the most common consumer criticisms.

Building on Jon's observations, a group of African marketing students will present their views on good vs. bad marketing before we open it up to our panel of experts for their reaction. We hope to have plenty of juicy content for a lively and absorbing Q&A. The session will be followed by a cocktail where no doubt the conversation will continue...

A must-attend for anyone concerned for the future of our industry!



Our speakers:



**JON
WILKINS**
EXECUTIVE CHAIRMAN
KARMARAMA



**THOMAS
KOLSTER**
AUTHOR & EXPERT
GOODVERTISING



**ALEX
BATCHELOR**
COO
BRAINJUICER



**MIKKO
KOTILA**
PARTNER
SOSTEC

What's Project Reconnect?

An initiative led by the World Federation of Advertisers to try and develop a better understanding of what people want and expect from brands.

How does it work?

Simply by listening to what people have to say. By people, we mean anyone who has an opinion and is willing to share it with us. That includes parents, kids, policy-makers, NGOs, consumer groups, the industry, regulators and politicians. Have a look at project-reconnect.com to see what people are saying.

Why?

By building up a more comprehensive and in-depth understanding over time about what different stakeholders think about different brand behaviours, WFA will be better placed to help marketers align brand marketing strategy and execution with people's fast-changing expectations and sensitivities. Basically, we want to help brands better align with what people and society want and expect.

Where can I find out more?



www.project-reconnect.com



@WFAReconnect | #ProjectReconnect



For any questions, contact Will at w.gilroy@wfanet.org



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SPEAKER BIOGS



**TOBY
SHAPSHAK**
EDITOR AND PUBLISHER
STUFF MAGAZINE
CO-HOST
CNBC Africa

Toby Shapshak is the editor and publisher of Stuff magazine. He co-hosts a live weekly TV show on CNBC Africa and writes a weekly column for the Financial Mail. His TED talk, in June 2013 about how Africa is solving real problems for the rest of the world, has had over one million views.

Toby was named in GQ's top 30 men in media and the Mail & Guardian newspaper's 300 influential young South Africans list in 2009 and was the ICT Journalist of the Year in 2002. He has been the Mail & Guardian's technology and sports editor, ran the M&G website when it was the first news site in Africa, shadowed Nelson Mandela when he was president, and covered the Truth and Reconciliation Commission.

He is writing a book on innovation in Africa. He has also spoken on this topic at numerous conferences, including TED Global in Edinburgh and SxSW in Austin. He has interviewed a range of tech industry luminaries, including the Apple co-founders Steve Jobs and Steve Wozniak.



**KAMAL
TAIBI**
FOUNDER AND MANAGING DIRECTOR
STRATÈUS GROUP

Kamal Taibi is the founder and managing director of Stratèus Group, a public affairs, public relations and strategic communications consultancy firm.

He has 20 years of experience both in agency and in-house as Managing Director at Public Affairs & Services, a firm specialising in public affairs and strategic communications and at Lafarge Morocco. His expertise has been solicited on a wide array of issues involving various industries and sectors, locally and in North and West Africa. He has also been counselling government officials and institutions and conducted training sessions for executives from leading companies on lobbying and institutional relations in Morocco.



**DAVID
SOMERS**
CEO PAN AFRICA
IPSOS

David Somers is the CEO for Ipsos in the Pan Africa region. He is responsible for Ipsos' business in Sub-Saharan Africa with the exception of South Africa, currently having permanent offices in nine markets (in the East cluster we have Kenya, Uganda, Tanzania, Zambia, Mozambique and in the West Cluster, Ghana, Nigeria, Ivory Coast and soon Angola). He has worked 17 years in Market Research, 12 of which have been across Sub-Saharan Africa (based in Johannesburg, Nairobi and Lagos).

David began his research career in Belgium with Research International (now TNS) where he mainly worked across Western Europe. He relocated to Johannesburg, South Africa, in 2002 where he was responsible for the FMCG clients. In January 2008 he moved to Nairobi to take up the CEO East Africa role. Two years later David moved to West Africa and since September 2010 has been based in Lagos where he initially set up Ipsos Nigerian Business which has grown exponentially ever since. Upon the Ipsos combination with Synovate in 2011, David took up the CEO Pan Africa role for Ipsos. Prior to embarking on a research career, David worked in media.



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**CAMILE
SAID-EDDINE**
FOUNDER
MOOR'S

After successfully obtaining his MBA from the prestigious EM LYON business school in a programme delocalised in China, **Camile Said-Eddine** has been in charge of sourcing, product development and business/marketing operations for a French group based in Hong Kong. For seven years, he has been leading several projects for luxury brands, sport and fashion brands as well as for industrial groups, armies' institutions and other government bodies, helping them materialise their ideas and plans into successfully managed projects.

In 2011, taking advantage of his excess of ambition and his expertise in different fields (manufacturing, product development, marketing), he started a new venture that led him to create a surf brand from scratch, surfing being his passion. MOOR'S surfboards was born.

Driven by a strong intercultural heritage concept, technological innovation, design and high-end quality products that surpasses customer's expectation, MOOR'S has quickly achieved a good reputation in the market and is being distributed in different countries. MOOR'S has been nominated two years consecutively as Best Innovation Brand and Best Product Design Brand during the Morocco Awards in 2012 and 2013.

MOOR'S was also one of the companies selected to be part of the Global Entrepreneurship Summit in Marrakech in 2014.



**KACHI
ONUBOGU**
EXECUTIVE DIRECTOR COMMERCIAL
PROMASIDOR

Kachi Onubogu boasts twenty years multinational marketing experience. Having worked in Kenya and South Africa, he is now based in Nigeria.

Over the past years, Kachi has launched regional brands, established new multinational businesses and is currently director of two companies. His recent successes include helping Promasidor to its current number one position in the dairy market.

In addition to being an Executive Council member with ADVAN (the Nigerian Advertiser's Association) Kachi is also a member of the Nigerian Olympic Committee.



**KATRINA
DODD**
SENIOR CONSULTANT
CONTAGIOUS

Katrina Dodd is a senior consultant at the London office of Contagious, a company that helps brands and advertising agencies around the world understand and adapt to shifts in marketing, consumer culture and technology.

Before helping to establish the Contagious Insider consultancy team, she was the launch editor of I/O, the company's bespoke intelligence service. She has a long history of writing about what happens when creativity and commerce collide, a house full of Vogue magazines, and terrible mood swings that correlate accurately to the shifting fortunes of Liverpool FC.

Current preoccupations include the impact of digital tech on education, the psychology of retail, and a non-specific fascination for good ideas, large and small.



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JON WILKINS
EXECUTIVE CHAIRMAN
KARMARAMA

Jon was one of the founders of Naked, the ground breaking international communications agency. He pioneered the concept of media neutrality during his time at Naked. He worked on a range of local and global clients including Coca-Cola and Unilever and remained at Naked for 13 years as it grew into an international group with offices in cities including New York, Melbourne, Sao Paolo, Paris, Singapore, Dubai and Tokyo.

Jon joined Karmarama at the beginning of 2014 as Executive Chairman and has been developing the Karmarama integrated offer, increasing the capabilities of the agency in data and mobile and working with key clients to help them grow their business through strategy and creativity. He also is a regular speaker at the IPA, The World Federation of Advertisers and Cannes Lions.



THOMAS KOLSTER
AUTHOR & EXPERT IN SUSTAINABLE
COMMUNICATION
THE GOODVERTISING AGENCY

Thomas is a leading international expert in sustainable communication and non-profit marketing. He is the author of the book "Goodvertising" (Thames & Hudson): the most comprehensive book to date exploring communication as a force for good. As the Director and creative force of the Goodvertising Agency, he is helping companies, non-profits and agencies understand this new reality. In 2013 he founded WhereGoodGrows: the world's first best-practice sharing platform for sustainable initiatives. WhereGoodGrows was mentioned as "one to watch" by Marketing Week.

He is an experienced keynote speaker featured at events such as SXSW, D&AD White Pencil and Sustainable Brands, a steady columnist for the Guardian and a regular judge at international award shows such as D&AD, Creative Circle Award, EthicMark Award and Creative Conscious Award. The Huffington Post recently dubbed him "Inspirational Leader". Thomas is currently sitting on the board of two non-profit organisations and launched in 2014 the conference Sustainable Bottom Line with Denmark's biggest business daily.



ALEX BATCHELOR
CHIEF OPERATING OFFICER
BRAINJUICER

Alex started his career at Unilever and knows more about your hair and your armpit than normal people. After seven years there he moved to the agency side and was a Planning Director at Saatchi & Saatchi and then moved to run the Brand Valuation practice at Interbrand, becoming Managing Director at a time of phenomenal growth.

A regular on the media and conference circuit, Alex thought he should see if he could actually manage brands rather than just talk about them, so returned to the client side as Vice President Global Brand at Orange (launching the brand in 12 countries), Marketing Director at Royal Mail (as it faced competition for the first time in its 350 year history) and Chief Marketing Officer at TomTom. He joined BrainJuicer as the Chief Operating Officer in 2010.



MIKKO KOTILA
PARTNER
SOSTEC

After having started one of the early digital agencies in the mid-nineties, **Mikko** worked in the digital industry as a technology innovator, a strategist and a public advocate.

Working with Fortune 100 companies, global agency networks and technology startups (including Intel, KAO, DFS, Omnicom Group & Experian) he found that profound understanding is more important than insight, and people are more important than technology or data.

Mikko is interested in ideas and innovation that radically challenge the way we think about the world.