



## **Johannesburg, 16 August 2018**

### **Marketing is getting Nak\*d and you're invited**

It takes courage for marketers to get naked in front of their peers in South Africa. Nevertheless, the new CEO of the Integrated Marketing Conference (IMC), Dale Hefer, says: "Marketing is indeed getting Nak\*d. At our March 2019 conference we plan on stripping down to what matters most: The bottom line."

Hefer believes marketing has been shrouded in smoke and mirrors for too long and it's time to undress for success. "Marketing Gets Nak\*d™" will put buzzwords on the back burner and replace marketing speak with plain, simple sense. We're disrobing digital, exposing e-commerce and replacing semantics with success. Our aim is for marketers to get better results for their budgets and answer the dreaded question 'what is my ROI?'

As part of its theme, Marketing Gets Nak\*d™, IMC is working hard to develop an agenda that is not the same old, but more bottom line know-how on implementing marketing campaigns effectively in an industry that changes daily. IMC is also getting naked by using the tools of the industry to openly market their campaign to promote the conference. You can watch them undress at [www.imcconference.com](http://www.imcconference.com)

The IMC started in Cape Town in 2010 and has grown to become Africa's foremost marketing conference. "Our philosophy is 'Marketing is Business™'. We are focused on connecting marketers and promoting the business case for marketing'.

Says Hefer: "As the leading destination for marketing and business decision makers and influencers wanting to keep up, we'd encourage you to explore sponsorship and speaking opportunities. Book your ticket now. The IMC is known for filling a venue fast!"

Register now for our Early Bird offer and nominate top marketers and business leaders from South Africa you'd like to hear at the conference.

*The IMC is proudly presented in association with MASA; CPD points to Designated Marketers based on proof of attendance.*



## **NOTE TO EDITORS**

Dale Hefer, founder of leading agency Chillibush (which she sold in 2014) is the owner and CEO at the IMC Academy (Pty)Ltd. She is author of the bestselling and critically acclaimed *From Witblits to Vuvuzela's: Marketing in the New South Africa* and former Businesswoman of the Year. She is also the owner of purpose driven agency Afterburn Marketing (Pty) Ltd. The Integrated Marketing Conference has grown from its 2010 start in Cape Town to its position as Africa's leading marketing conference. Whatever your industry, you'll want to Get Nak\*d with the IMC in March 2019.

### **For more information or media enquiries contact:**

**Tsungai Desando**

**Tel: 010 592 1888**

**Email:** [tsungai@imcconference.com](mailto:tsungai@imcconference.com)

**Website:** [www.imcconference.com](http://www.imcconference.com)

**Facebook:** [www.facebook.com/IMCConference](http://www.facebook.com/IMCConference)

**Twitter:** @IMCConf