

THE  
MARKETERS  
CONFERENCE

**THEME : EVOLVE MARKETING**



POWERED BY



# THE MARKETERS CONFERENCE 2019

The Marketers conference is an annual event hosted by the Top Marketers Club that brings together leaders & influencers in the marketing profession from various fields including technology, fast moving consumer goods, financial services, logistics and other auxiliary services as well as entrepreneurs.

This arose from a need for professionals to learn from one another as Marketing is a vast & constantly evolving function.

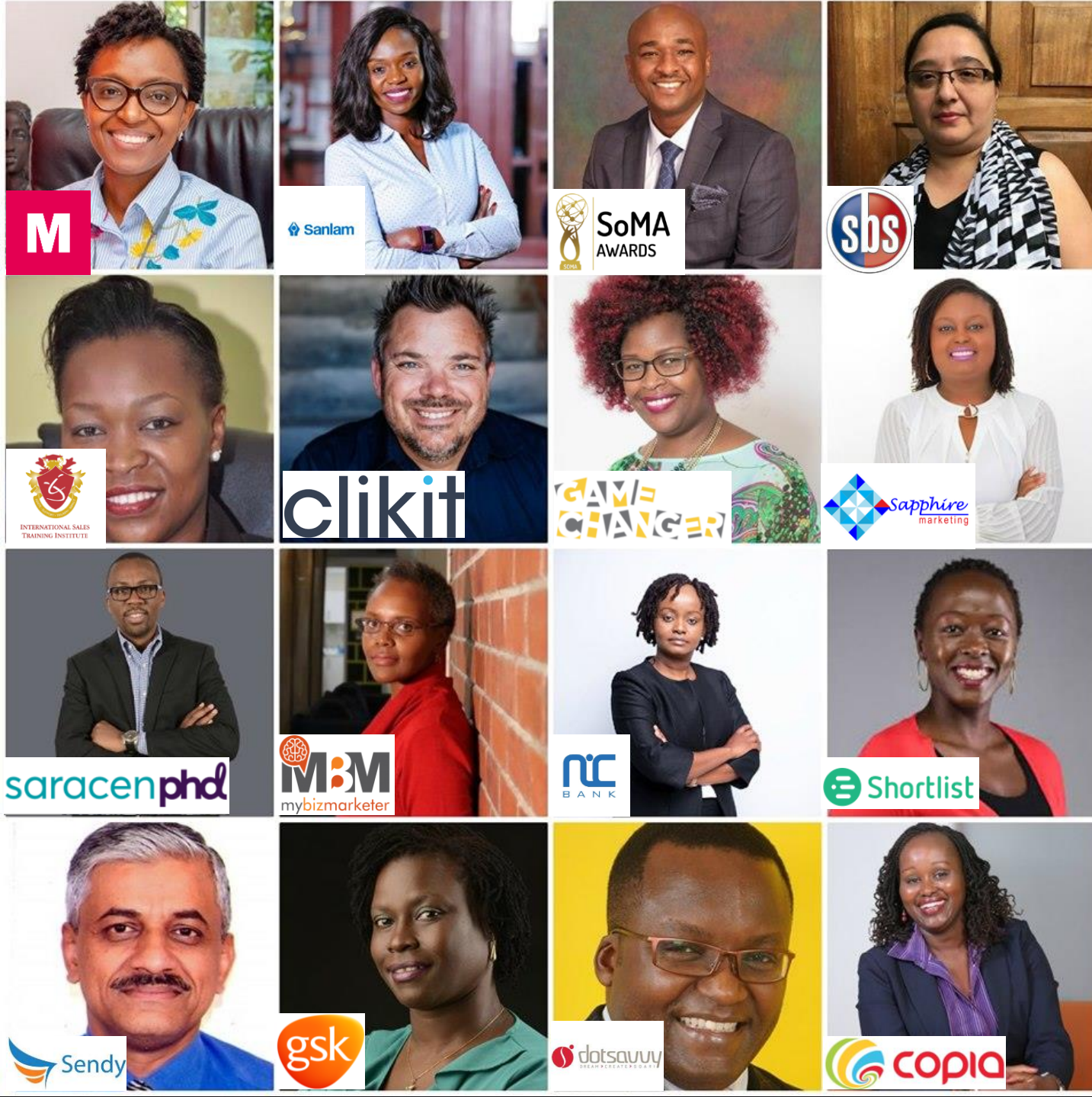
The conference therefore hosts panel conversations amongst professionals and guidance from thought leaders who make up the key note speakers



A man who calls his kinsmen to a feast does not do so to save them from starving. They all have food in their own homes. When we gather together in the moonlit village ground it is not because of the moon. Every man can see it in his own compound. We come together because it is good for kinsmen to do so.

Chinua Achebe

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## THE MARKETERS MEETUPS

- The Marketers Meetups are bimonthly meetings for Marketing professionals & entrepreneurs
- These are intimate 3 hour sessions with smaller groups of attendants, about 45.
- Here, Marketers learn from more seasoned Marketers and explore various issues affecting or driving the industry
- Topics discussed in 2019 have been
  - Women In Marketing
  - Optimizing sales through Marketing
  - Integrated Marketing Communication
  - Direct Marketing
  - Audiovisual Content Marketing (Marketers Movie Night)





## WHO IS AT THE MARKETERS CONFERENCE?

- ◇ **Marketing Directors**
- ◇ **Managing Directors**
- ◇ **Marketing Managers**
- ◇ **Brand Managers**
- ◇ **Entrepreneurs**
- ◇ **Directors of mid-sized companies**
- ◇ **Marketing professionals from East Africa**

**Age Group: 27-45**

**LSM: 7 - 12**

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## EVOLUTION OF MARKETING

STEP RIGHT  
UP, FOLKS,  
IT CURES ALL  
AILMENTS...



IT SLICES,  
IT DICES,  
BUT WAIT,  
THERE'S MORE



I'M GONZO  
FOR GONZO  
POPS



THESE TARO  
CHIPS ARE  
BAKED BY  
SHERPAS



I JUST  
FOUND THE  
COOLEST  
BRAND







WHAT'S IN  
IT FOR  
YOU?



Welcome