Panel 1

27TH ANNUAL

MARKETING
Conference and Awards Gala Dinner

ELECTIVE ANNUAL GENERAL MEETING

TUESDAY, 21- MAY 2024

TRAVELLING DAY

DESTINATION LIVINGSTONE

Wishing you a safe Journey.

09:00 - 17:00	REGISTRATION
18:00 - 20:30	WELCOME COCKTAIL

Panel 2

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WEDNESDAY, 22 MAY 2024

CONFERENCE PROGRAMME DAY 1

07:00 - 08:00	BREAKFAST & REGISTRATION
08:00 - 08:30	ARRIVAL OF DELEGATES / SEATED
08:30 - 08:45	OPENING REMARKS
08:45 - 09:00	CONF. CHAIRPERSON REMARKS
09:00 - 09:10	ZIM REGISTRAR & C.E.O REMARKS
09:10 - 09:30	ZIM PRESIDENT SPEECH
09:30 - 10:00	GUEST OF HONOUR'S SPEECH
10:00 - 10:15	GROUP PHOTO
10:15 - 10:45	HEALTH BREAK
10:45 - 11:45	KEYNOTE ADDRESS + Q&A
11:45 - 12:00	PLATINUM SPONSOR PRES.
12:00 - 12:45	LEADING FROM THE FRONT + Q&A
12:45 - 12:55	GOLD SPONSORS PRES.
13:00 - 14:30	LUNCH BREAK
14:30 - 15:15	SUSTAINABILIY & ESG AGENDA +Q&A
15:15 - 15:25	GOLD SPONSORS PRES.
15:25 - 16:10	NAVIGATING THE FUTRUE: Trends and insights for the Modern Marketer + Q&A
	END OF DAY 1 SESSIONS
17:30 ONWARDS	INFORMAL NETWORKING EVENT QUIZ NIGHT -Hosted at the Courtyard Hotel

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Panel 3

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THURSDAY, 23 MAY 2024

CONFERENCE PROGRAMME DAY 2

07:00 - 08:00	BREAKFAST & REGISTRATION
08:00 - 08:30	ARRIVAL OF DELEGATES / SEATED
08:30 - 10:00	MASTER CLASSES
ROOM 1	TOPIC: ARTIFICIAL INTELLIGENCE IN MARKETING
	• Leveraging AI for personalised customer experience
	• Ethical considerations and responsible AI usage in marketing
ROOM 2	TOPIC: THE ART OF STORYTELLING
	• Crafting Compelling Narratives for Brands
10:00 - 10:20	HEALTH BREAK
10:20 - 12:00	MASTERCLASSES CONTINUED (INTERACTIVE SESSIONS)
12:00 - 13:30	LUNCH BREAK
13:30 - 13:40	GOLD SPONSORS PRESENTATION
13:40 - 14:30	TOURISM - DRIVING ECONOMIC DEVELOPMENT - CASE STUDY
	END OF DAY 2 SESSIONS
15:30 - ONWARDS	TEAM BUILDING ACTIVITY / PAINT & SIP

Panel 4

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FRIDAY, 24 MAY 2024

CONFERENCE PROGRAMME DAY 3

07:00 - 08:00	BREAKFAST & REGISTRATION
08:00 - 08:30	ARRIVAL OF DELEGATES / SEATED
08:30 - 12:00	ANNUAL GENERAL MEETING
12:00 - 12:45	LUNCH BREAK
14:45 - 15:00	CSR - ENGAGEMENT OFF SITE
18:00 - 19:00	RED CARPET
19:00 - 22:30	AWARDS GALA DINNER