

# Mathe Okaba, bringing over two decades of deep-diving relevance to Nedbank IMC 2022

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Are there any upsides to a global pandemic? The way our world has changed has in many instances served to ignite a fire in the hearts of entrepreneurs. With millions of brands all vying to acquire and retain new customers, being relevant is a no-brainer. How do brands stay front and centre, remaining connected and appropriate to their tribe in this new normal?



Mathe Okaba

Currently at the helm of the Association for Communication and Advertising (ACA), Mathe Okaba will break this down for delegates as she talks about The Relevance Effect at this year's virtual conference. Having developed strategies for acquisition and retention in the highly competitive broadcast marketing industry for the SABC, Okaba is a relevance deep-diver.

Relevance also means representation, something that Okaba is passionately outspoken about. Having cut her teeth at the first black-owned advertising agency in South Africa, Herdbuoys McCann Erickson to CEO at ACA, Okaba sets a high standard as a black, woman leader in a male-dominant industry.

"As the official representative body of the advertising and communications profession in South Africa, the ACA leads the debate and engages the industry to continually build and improve the standard on both a professional and operational level," says Dale Hefer, chief executive officer of the Nedbank IMC. "Okaba brings her credibility and expertise to this year's Nedbank IMC with her experience in driving sustainable change."

Virtual tickets at R1,999 (excluding VAT)

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Nedbank IMC 2022 bursaries are available at [imcconference.com/imc-bursaries/](https://imcconference.com/imc-bursaries/).

## About the Nedbank IMC

In 2021 a total of 1,300 delegates from 14 countries around the world watched the live virtual conference. Since its launch in 2019, the Nedbank IMC has become known for its no sales-pitch, one stream, one-day format and galaxy of renowned and specialist speakers. Importantly, the conference is committed to presenting the business case for marketing, driven through the determination to secure marketing's seat at the boardroom table.

The Nedbank IMC is presented in association with the Marketing Association of South Africa (Masa), with chartered marketers receiving Continuous Professional Development Points (CPD) for attending. The conference is endorsed by the Interactive Advertising Bureau of South Africa.

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