

The importance of leadership

By  [Danette Breitenbach](#)

19 Sep 2023

The #NedbankIMC #UpClosePersonal conference took place on Friday 15 September at Urban Brew Studios, Johannesburg, playing host to a stellar lineup of marketing and media experts, both local and from abroad.



Meto Nyati, executive chairperson of Business Systems Group (BSG)

We caught up with some of the speakers, including Meto Nyati, executive chairperson of Business Systems Group (BSG).

In his talk at the conference, Nyati emphasised that leadership is what matters. "It is something that many of us don't pay attention to, it is the people element of our jobs."

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at [Bizcommunity.com](#). Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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