

# The 2021 MSK Marketers CONFERENCE

## CONFERENCE SESSIONS

28<sup>TH</sup> - 29<sup>TH</sup> OCTOBER, 2021  
SAROVA WHITESANDS, BEACH & SPA,  
MOMBASA, KENYA.

## HUMAN SIDE OF DIGITAL TRANSFORMATION

TIME	DAY 1	TYPE OF SESSION	MODERATOR	SPEAKERS	TIME (MINUTES)
0800 - 0830 HRS	ARRIVAL & REGISTRATION		GLORIA ROTICH		30
0830 - 0845 HRS	WELCOME ADDRESS			EDWARD OSWE MSK CEO	15
0845 - 0900 HRS	CONFERENCE INAUGURATION			CHARLES KARIUKI CHAIR MSK	15
0900 - 0930 HRS	GUEST SPEAKER			CS BETTY MAINA, EGH	30
0930 - 1030 HRS	<b>SESSION 1: DIGITAL MARKETING</b>				
	TRACK 1. DIGITAL & YOUR BRAND - WHAT'S YOUR STORY	PRESENTATION		ACHIENG BUTLER	20
	TRACK 2. COVID ACCELERATED DIGITAL MARKETING (CADIM) - 10 TRENDS FOR THE FUTURE OF MARKETING	PRESENTATION	JOEL CHACHA	MOSES KEMIBARO	20
1030 - 1100 HRS	TEA BREAK				
1100 - 1130 HRS	<b>SESSION 2: CONTENT &amp; BUSINESS TRANSFORMATION</b>				
	TRACK 1. CONTENT & BUSINESS TRANSFORMATION (OGILVY AFRICA TEAM)	PRESENTATION	JANE NZOMO	REHEMA CHEGE MICHAEL MUSEMBI	30
1130 - 1230 HRS	<b>SESSION 3: PROGRESSIVE PORTRAYAL IN ADVERTISING, MEDIA AND ENTERTAINMENT</b>				
	TRACK 1. PROGRESSIVE PORTRAYAL IN ADVERTISING, MEDIA AND ENTERTAINMENT	PANEL	WAITHERA KABIRU	DEEPESH JHA ANNE JOY MUHORO NADIA FAVRE EGLE RI	30
1230 - 1300 HRS	<b>SESSION 4: MARKETERS DRAFT BILL DELIBERATIONS</b>				
		PRESENTATION	THRITY ENGINEER	DR. MAXWEL MIYAWA ADVOCATE	30
1300 - 1400 HRS	HEALTH BREAK				
1400 - 1515 HRS	<b>SESSION 5: BRAND INNOVATION</b>				
	TRACK 1. RESILIENCE & REINVENTION - OVERCOMING HARDSHIPS AND CHALLENGES - MOTIVATIONAL STORIES AND TECHNIQUES	PRESENTATION	PHEODOR MUNDIA	MANISH SARDANA	15
	TRACK 2. HOW TO CREATE A BRAND YOUR CONSUMERS WILL LOVE	PRESENTATION		CAROLYNE KENDI	15
	TRACK 3. OUT OF HOME ADVERTISING - NEW TRENDS	PRESENTATION		JOHN MWANTHI	15
	TRACK 4. ONLINE BRAND ABUSE: WHAT EVERY MARKETER MUST KNOW	PRESENTATION		TOM NYAGARE	15
1515 - 1530 HRS	PODCAST LAUNCH		WAITHERA KABIRU	CHARLES KARIUKI CHAIR MSK	15
1530 - 1600 HRS	KEY NOTE SPEAKER	KEY NOTE	THRITY ENGINEER	GRAHAM ROBERTSON	
1600 - 1620 HRS	NETWORKING & GROUP PHOTO		EMCEE		
1620 - 1700 HRS	HEALTH BREAK				
1700 - 1900 HRS	COCKTAIL		JOSEPHINE KATAMBO		



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IN COLLABORATION WITH:



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TIME	DAY 2	TYPE OF SESSION	MODERATOR	SPEAKERS	TIME (MINUTES)
0800 - 0900 HRS	ARRIVAL & REGISTRATION		GLORIA ROTICH		
0910 - 0940 HRS	KEY NOTE SPEAKER	KEY NOTE	THRITY ENGINEER	IAN HATTON	30
1010 - 1110 HRS	<b>SESSION 6: DESIGN THINKING</b>				
	TRACK 1. CREATE EMPATHY: DRIVEN CONTENT TO BRIDGE THE AUTHENTICITY GAP AND TELLING CONSISTENT STORIES ACROSS ALL SALES AND MARKETING INTERACTIONS	PRESENTATION	EVELYN OLUNJA	PAUL MWIRIGI MURIUNGI	15
	TRACK 2. RESILIENCE & REINVENTION - OVERCOMING HARDSHIPS AND CHALLENGES - MOTIVATIONAL STORIES AND TECHNIQUES	PRESENTATION		TIMOTHY ORIEDO	15
1110 - 1210 HRS	<b>SESSION 7: STRATEGIC LEADERSHIP</b>				
	TRACK 1. POST COVID-19 LEADERSHIP: THE ROLE OF MARKETING LEADERS POST COVID-19.	PRESENTATION	ANGELA MWIRIGI	ANNE JOY	15
	TRACK 2. MENTORING AND ADVISORY	PRESENTATION		TOPSTER MUGA	15
	TRACK 3. WOMEN IN MARKETING - IS IT A WOMAN'S PROFESSION?	PANEL		SILVIA TONU WESLINE ORWOBA	30
1210 - 1310 HRS	LEADERSHIP MASTERCLASS	PRESENTATION		DR. MARTIN ODUOR OTIENO	
1300 - 1400 HRS	HEALTH BREAK				
1400 - 1500 HRS	<b>SESSION 8: INDUSTRY INSIGHTS: HI ADVERTISING SPEND REPORT &amp; BATTLE OF THE BRANDS REPORT</b>				
	TRACK 1. 2021 HI ADVERTISING SPEND REPORT - REELANALYTICS	PRESENTATION	NELSON OLOO	HARON MUCHAI	15
	TRACK 2. 2021 BATTLE OF THE BRANDS REPORT - ONEPULSE	PRESENTATION		FRANCIS GACHAGUA	15
1500 - 1600 HRS	<b>SESSION 9: BUILT FOR DIGITAL PURPOSE</b>				
	TRACK 1. DATA PROTECTION AND PRIVACY - WHY MUST MARKETERS PAY ATTENTION	PRESENTATION		<b>ACADEMIA</b> DR. KUTHEA NGUTI LINDA BONYO	15
	TRACK 2. MARKETING AND ETHICS	PRESENTATION		SUSAN MAKAU DR. TIM KIRUHI	15
			MILLICENT OTOM		
	TRACK 3: MARKETING AND ACADEMIA - HOW TO CLOSE THE SKILLS GAP (STUDENTS AND LECTURERS)	PANEL		<b>STUDENTS</b> ANNE MARIE AMONDI JAWAHIR KAMAL AHMED SHIRLYN MBUGUA JAVAN OTIENO	30
1630 HRS	CLOSING CEREMONY				



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