

Event Profile



Advertising.
Branding.
Media.

 Music Club, EastPark Mall.

28TH-29TH SEPTEMBER 2023

Keynote Guest Speakers:

Jeremy Maggs | Vusi Thembekwayo | Musa Kalenga

Maggs On Media.
South Africa.

Speaker, Investor, Leader.
South Africa.

Author, Marketer, entrepreneur
South Africa.

Costa Mwansa | Komba Malukutilla | Taffy L. Gotora

CEO
Diamond TV
Zambia

Managing Director
MTN Zambia Fintech
Zambia

Integrated Marketing
Communications Leader
Zimbabwe

more speakers loading...

THEME:

Amplify Zambia

Unleashing the power of Advertising, Branding and Media
in Zambia.

Overview

Ad Day Zambia 2023 brings together the brightest minds and professionals to discuss the future of marketing, advertising, branding, and media in the advent of the AfCFTA. The event aims to discuss cutting-edge technologies, trends, and best practices in these fields. It focuses on the Zambian market and explores the potential value that these advancements can bring to the industry in Zambia and the continent as a whole. It will empower you with brand-building and management ideas, valuable media insights, and a wealth of contacts - all of which will give your business the competitive edge it needs to stay ahead in an ever increasingly competitive marketplace.

Advertising, Branding, and Media in Zambia: Shifting towards Digital and Personalization

As technology advances and internet usage grows, advertising, branding, and media in Zambia are poised to embrace digital platforms. Online advertising will gain prominence, leveraging social media and search engines to reach target audiences effectively. Brands will focus on authenticity and social consciousness, aligning with consumer values. Media outlets will diversify content and develop robust online platforms to cater to the evolving digital landscape.

Branding in Zambia: Embracing Culture, Sustainability, and Global Reach

Zambian brands will emphasize their unique identity, culture, and heritage to build strong brand narratives. Sustainability, corporate social responsibility, and ethical practices will be essential. With digital platforms, brands will have opportunities to expand their presence globally, promoting Zambia as a hub of innovation and excellence.

Media in Zambia: Digital Transformation and Interactive Experiences

Zambia's media landscape is evolving, with digital platforms playing a pivotal role. Internet accessibility improvements will drive online media consumption. Media organizations will adapt by developing engaging digital content and exploring new revenue streams. User-generated content and niche-focused media will encourage interactive and participatory experiences for consumers.

Ad Day Zambia 2023

Upskill

Learn

And get insights from experts and gurus in the industry from Zambia and the region. Ad Day is a 2-day journey of discovery using Expert-led sessions, compelling presentations and master classes to equip you with the skill set required to leverage your business to the next level specifically whilst raising Zambia's business profile across the region and the international markets.

Connect

Join Industry leaders for high level networking, new and established brands for alternative marketing solutions and connect with influencers, media and ad agencies.

To ensure that you don't miss anyone participating at Ad Day 2023, Glue Up is the official event app for business matchmaking connecting sellers to buyers, financiers and investors to SMEs, media to advertisers and brands to consumers.

Excel

Ad Day Zambia 2023 participants will leave the event with the knowledge and insight to unpack new strategies, new ways of thinking, a complete paradigm shift and pathways to growth that today's professionals need to obtain in an ever increasingly competitive space. You will leave equipped with the right tools and enhanced mindset to propel your business and professional growth moving forward.

In an ever changing dynamic sector, AdDay Zambia will provide all participants with the "cheat code" to leverage not just their businesses but individual personal growth!

Learn,Connect,Excel at AdDay Zambia 2023.

PR & Sales

Improving sales in corporate zambias environment, often involves a combination of strategies that focus on understanding the customer, optimizing the sales process, developing the sales team, and leveraging technology

Who Attends?

The target audience for the event includes renowned speakers, leading brands, heads of marketing PR, Sales and Communications, advertising professionals, branding experts, content creators, media experts, and technology enthusiasts. The event is open to: anyone interested in the latest trends and advancements in these fields, including external experts from other African countries.

Visitor & Exhibitor Profile

- 01 Heads of Marketing**
Heads of Marketing from leading national and multinational corporate organisations in Zambia, share insights and reimagine marketing
- 02 Advertising Agencies**
Learn how you can drive greater consumer engagement and know more about the latest technologies and lead generation strategies to help your clients grow.
- 03 Brand Managers**
Professionals will learn how to establish a business's brand value and taking it new heights.
- 04 Media Gurus**
At Marketing 2.0 Conference, omnichannel advertisers who are sought-after names for their creative acumen and strategic planning skills will brainstorm solutions to current industry challenges.
- 05 Content Creators**
Learn how to create epic content that not only garners millions of views but also leaves an impact on your target audience, only at Marketing 2.0 Conference.
- 06 E-Commerce Companies**
Know about the latest marketing tools and leverage partnership opportunities with well-known marketers to augment your brand's visibility.
- 07 Startups**
Promote your ideas and products before a global audience, know what your competitors are up to, and explore the latest breakthroughs in marketing!
- 08 Investors**
As one of the most-awaited marketing conferences of 2023, Marketing 2.0 Conference will attract renowned investors and venture capitalists interested in funding the right ideas.

Ad Day Zambia 2023 at a

Glance

Pre-Summit



- Webinars
- Welcome Cocktail
- CSR - Preliminaries

Event Day 1 Highlights



- Opening Ceremony
- Keynote Presentation by Jeremy Maggs
- Advertising Master Class with Musa Kalenga
- Exhibition Day 2
- Brand Management Master Class
- CSR > Vinyl challenge

Event Day 2 Highlights



- Opening Ceremony
- Keynote Presentation by Vusi Thembekwayo
- Media Master Class with Jeremy Maggs
- Exhibition opening
- Media Master Class
- CSR > Graphic designers challenge
- Farewell dinner/ cocktail



500 Delegates



50 Exhibitors



30+ Speakers



6+ Countries



20+ C.E.O's

Ad Day Zambia 2023 Highlights

01 Amplify and Accelerate: How to Unleash Zambia's Media, Branding, and Advertising Potential Keynote Speech by Jeremy Maggs.
What Keeps CMO's Awake at Night by **Jeremy Maggs**

02 How to build a brand Keynote Speech by **Vusi Thembekwayo**

03 Master Class
Advertising Master Class by **Musa Kalenga**
Media Master Class by **Jeremy Maggs**

04 Brands By Zambia

Digital Marketing: The latest trends and technologies in digital marketing and advertising, including social media marketing, programmatic advertising, and mobile advertising.

Branding: Strategies for building and managing strong brands, including brand identity, positioning, and messaging.

Content Creation: Creative approaches to content creation, including video marketing, influencer marketing, and user-generated content.

Media: The changing landscape of media, including the rise of digital media and the role of traditional media in a digital world.

Technology: The impact of emerging technologies on the marketing, advertising, branding, and media industries, including artificial intelligence, virtual reality, and augmented reality.

Advertising: reviewing advertising standards in Zambia.

We are not Consumers we are peoples Amongst

05 National Vinyl Applicators Competition (Africast @ 15)
The Competition will take place from July to September. It will have preliminary sessions in **Lusaka** and **Copperbelt**, followed by the finals on Day 1 of AD Day. Eight finalists will be shortlisted, with four competing on Day 2 to determine the winner. The first prize is **K10,000**, second prize is **K5,000**, and third prize is **K2,500**.

06 Graphic Designers Challenge
Participants will have the opportunity to take on custom challenges that align with chosen competition themes. These challenges will require participants to showcase their skills in a specific niche area or tackle a design problem tailored to their expertise. Prizes Etc TBD

07 Rethinking Exhibition Stands & Activations:
Do we really take our brands seriously? How much value do we place on our brands? Why do we settle for mediocre displays and exhibition stands that do nothing but harm our brand. When we ask stand builders and event planners to reduce the budget, lets expect a reduced perception of the brand and the final outcome.

Master Of Ceremony



Paulinah Somo

Paulinah Somo is a South African TV and radio producer and host. Her passion is to create positive change through communication and storytelling, and that's what drives her work as a broadcaster... [click for more](#)



Victor Mensah

Victor Paa Kwesi Mensah wears many hats. Among others, he is a Conversationsist, Teamologist and a Certified Facilitator. ... [click for more](#)

Headline Speakers



Jeremy Maggs

A media specialist with close on forty years' experience in television, radio, and print. He currently presents Moneyweb@Midday, a fast paced live online daily current affairs show... [click for more](#)



Vusi Thembekwayo

Vusi Thembekwayo is a Global Business Speaker, private equity Managing Partner at Watermark Afrika, CEO of pan-African impact investment firm MyGrowthFund Venture Capital... [click for more](#)



Komba Malukutla

Komba is an experienced professional in the Telecommunications and Fintech industry with over 15 years of work experience... [click for more](#)



Costa Mwansa

Costa Mwansa is a seasoned Zambian journalist cum entrepreneur. He is currently Chief Visionary Officer of Diamond TV, one of Southern Africa's biggest media power houses... [click for more](#)

Headline Speakers



Taffy L. Gotora

Taffy L. Gotora affectionately known as “Digital Bae” is an integrated marketing communications leader who heads the Digital Department at Zimbabwe’s oldest and biggest advertising agency, Barker McCormac, Ogilvy & Mather... [click for more](#)



Hellen Ngwira Mwamba

Hellen Ngwira Mwamba is a visionary leader and the CEO of HNM Group of Companies... [click for more](#)



Musa Kalenga

Musa is an author, marketer, brand communication specialist, writer and entrepreneur... [click for more](#)



Chansa Arhunmwunde

Chansa Arhunmwunde is an accomplished project manager and passionate financial literacy advocate and educator... [click for more](#)



Lady Norena

Norena Mutoya Chiteba (Lady Norena) is Founder and Visionary of one of the most notable young womens organisations in Zambia called KUPES Young Womens Network (KUPES)... [click for more](#)



Kalonde Mung’omba

Head of Strategy at Zambia Information Communication & Telecommunication Authority (ZICTA)... [click for more](#)



Susan Mwenda-Mulongoti

Digital Growth Marketing Consultant, Trainer, Speaker & Influencer... [click for more](#)



Peter Armstrong

CEO of Fulcrum Zambia, is a seasoned veteran in the advertising and communications field... [click for more](#)

Why Ad Day 2023?

Visitor & Exhibitor Profile

Ad Day Zambia aims to provide attendees with a better understanding of the latest trends and technologies in the industry. It will explore the potential value that these developments can bring to Zambia and the continent as a whole. Attendees will also have the opportunity to network with peers and learn from thought leaders in the field. Expand on business matchmaking, buyer meets seller.

Through our business matchmaking sessions, attendees will have the chance to meet with relevant stakeholders, including potential clients, suppliers, and strategic partners. These targeted meetings are carefully curated to align with participants' interests, objectives, and areas of expertise. This facilitates productive discussions, showcases innovative products and services, and paves the way for mutually beneficial partnerships.

Conclusion

Ad Day Zambia is an event that promises to provide valuable insights and knowledge to the attendees. The conference will feature a diverse group of thought leaders from across the African continent who will share their experiences and expertise. The event will be an excellent opportunity for professionals in the industry to network and gain new perspectives on the latest developments in the field.

Opportunities for Exhibitors

Ad Day Zambia offers exhibitors an opportunity to showcase their products, services, and solutions to a diverse audience of marketing, advertising, branding, and media professionals. Exhibitors will have a dedicated space to showcase their offerings and engage with attendees, including potential buyers and partners. The event is an excellent opportunity for exhibitors to generate leads, build brand awareness, and connect with decision-makers in the industry.

Why Ad Day 2023?

Opportunities for Delegates

Ad Day Zambia will have the opportunity to attend keynote presentations, panel discussions, and masterclasses led by industry experts. The event will provide delegates with insights into the latest trends and technologies in the industry and offer a platform for networking with peers and potential partners. The conference will also offer a dedicated exhibition area where delegates can explore the latest products and services in the industry. Delegates will have access to potential buyer and seller opportunities, including the chance to connect with exhibitors and other attendees.

Seller Opportunities

The summit also presents opportunities for sellers to showcase their products and services to a diverse audience of potential buyers. Exhibitors will have the chance to engage with decision-makers from a range of industries, including retail, finance, healthcare, and more. The event provides a platform for sellers to generate leads, build brand awareness, and connect with potential partners. The conference offers a unique opportunity for sellers to showcase their offerings and differentiate themselves from competitors in the industry.

Rate Card



Delegate Full Package

ZMW5,500

Delegate, Local, In-Person

Package includes; Attend summit in person in Lusaka, Zambia. Covers the delegate for

- All break away sessions and workshops
- Lunch
- Welcome Cocktail
- Dinner

Delegate Full Package

\$400

Delegate, International, In-Person

Package includes; Attend summit in person in Lusaka, Zambia. Covers the delegate for

- All break away sessions and workshops
- Lunch
- Welcome Cocktail
- Dinner

Delegate 2 Full Package

ZMW6,500

Plus **Master Class**

Package includes; Attend summit in person in Lusaka, Zambia. Covers the delegate for

- All break away sessions and workshops
- Lunch
- Welcome Cocktail
- Dinner

Exhibitors

\$1,125 | ZMW 20,000

Exhibition Fee includes one delegate
Exhibitors get two days to showcase their products and services in the exhibition area. The exhibition area is where the delegates break for tea during the conference. Exhibitors are also listed online for virtual attendees to get their contact, brochures and online links. An exhibition stand comes with;

- Exhibition Stand 2m x 2m
- Backdrop Fabric Print
- Power Socket, Bin, Counter & 2 Chairs
- Online Profile

Early Bird Discount 10%
Valid till 31st July, 2023

REGISTRATION PACKAGES

SPONSORSHIP PACKAGES (HAND PICKED)



SPONSOR, WELCOME COCKTAIL

All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed sociable evening over food, drinks and local entertainment. The Sponsor is invited to say words of welcome during the function and have exclusive marketing materials and branding throughout the function. All arrangements with transport are made by the organiser.

Standard Price: \$15,000 ZMW 200,000

SPONSOR, LUNCH/DINNER

All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed business lunch & drinks. The Sponsor is invited to say words of welcome during the function and have exclusive marketing materials and branding throughout the function.

Standard Price: \$20,000 ZMW 250,000

SPONSOR, OPENING CEREMONY

The opening ceremony kick starts the conference with a highly interactive gathering of high-ranking government officials & of course the guest of honor (Minister of Transport & Logistics), media, delegates, exhibitors etc. High brand visibility is associated with this activity which entails- branding of the room and a presentation by your company's top executive will ensure you articulate your vision, mission, products and services to the audience attending in-person and those connected online.

Standard Price: \$10,000 ZMW 150,000

SPONSOR, CONFERENCE BAG

All event participants are given a conference bag containing inserts at registration. Inside the conference bag is usually the welcome pack consisting of the event program and other essential guides

about the conference and the city of Lusaka (where to go, what to do etc). Your company's full-color logo will be exclusively printed on the conference bag.

The bag is also a take-me-home and will outlive the life of the event.
Standard Price: \$15,000 ZMW 160,000

SPONSOR, LANYARDS

All event participants are given a lanyard at registration. Attached to the name tag is a lanyard worn by all participants. Your company's full-color logo will be exclusively printed on the name tag in a highly visible format.

Standard Price: \$10,000 ZMW 150,000

SPONSOR, NAME TAGS

All event participants are given a name tag at registration. Attached to the name tag is a lanyard worn by all participants. Your company colour logo will be exclusively printed on the length of the lanyard in a highly visible format.

Standard Price: \$5,000 ZMW 75,000

SPONSOR, REGISTRATION DESK

Also known as the reception desk of the event, the registration desk registers each and every person entering the event guaranteeing visibility and repeated visibility throughout the event. Sponsor will brand the desk and additionally can distribute promotional materials.

Standard Price: \$15,000 ZMW 225,000

Contact us:

+260955 920084 | 0211 267296/9
theoffice@africastzambia.org

 **+260 951 596 529**