

Learn from Krispy Kreme SA story at IMM event

Facilitated by internationally acclaimed speaker, Zipho Sikhakhane, Nick will be interacting informally with the audience as he answers questions related to his key address outlining the whys, the hows, the challenges and the marketing platforms and strategies needed to launch an international brand in Africa.

The IMM has designed this, and similar forthcoming events, to ensure that professionals and students in marketing and advertising understand the current dynamics at play in the industry, and are provided with 'real' case studies that create campaigns that impact on target markets.



This platform is part of the new and refreshed IMM and its strategy to ensure that it provides value-added services to the industry it supports.

The event will take place on 1 September 2016 at Katy's Palace, 6 Desmond Street, Kramerville, Sandton from 4-7pm. The cost is R250 per person, inclusive of cocktail dinner and drinks and, as seating is limited, booking is essential. For further information call Katherine Long on +27 (0) 83276 6751 or email Katherine@create-events.co.za.

For more, visit: <https://www.bizcommunity.com>