

Brand Council South Africa presents insights on branding

The Brand Council South Africa (BCSA) will be hosting a morning of insights and facilitating discussions around the topic of logic versus the magic of brands with captains of industry. The morning session will be held at the Gordon Institute of Business Science (GIBS) on 28 October 2015, starting at 8.30am, followed by a light finger lunch before the BCSA AGM commences.



Image via [123RF](#)

The first session of the day 'Counting the Beans' will provide a sobering perspective from non-marketing specialists who are involved with making important brand decisions. Andile Khumalo will host the session, with panellists including Nathan Reddy (Grid), Gillian Rightford (Adtherapy), Michelle Timmerman (cost consultant, APCC) and Jeff Hudson (ABSA).

The next session, 'The State of the Industry: Brand Barometer 2015' will focus on the results of the recent BCSA Brand Barometer 2015 survey. Learn about whether brand marketing is creating employment opportunities, influencing economic growth, promoting good citizenship, influencing change and affecting industry standards.

'Defining the value for the client/ agency: Frenemies' will be hosted by David Furlonger and debated by Robin Mailer (Yardstick), Odette Roper (ACA), Andrea Quaye (SAB Miller), Gareth Leck (Joe Public) Elouise Kelly(SABC) and Sean McCoy (HKLM). The group will participate in a panel discussion around whether clients and agencies will ever reach agreement on the definition and measurement of adding value to their partnership.

The final session is the BCA AGM, where delegates will be given an overview on the activities of the BCSA over the past year as well as the opportunity to vote in the 2016 board.

For more information, go to www.brandcouncilsa.org.