

NEXUS



MARKETING PLUS CAIRO **2024** +++++

The Future Strategies & Trends for
Tomorrow's Marketing Leaders



Joeri
Billast

Christian
Sarkar

Philip
Kotler

PR
Smith

Get Global Insights – Get Inspired – Get Ready for the Future

5 CAIRO
December, 2024
FOUR SEASONS
NILE CITY

LIVE
& IN-PERSON
Conference

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www.gotonexus.com

OVERVIEW

Embracing Change in Marketing

In an era where change is constant, can your marketing strategy adapt to advancements in AI and shifting consumer expectations? Join us at **"Marketing+"**, the premier conference for forward-thinking marketers and business owners, designed to equip you with essential insights, strategies, and connections for the future of marketing.



WHAT ARE THE CHALLENGES AHEAD?

RECENT INDUSTRY SURVEYS HAVE REVEALED THE PRESSING CONCERNS SHAPING OUR FIELD:



Search engine volatility



Upskilling and talent development



AI integration and its impact



Proving ROI and attribution



Anxiety of being replaced by AI



Lack of understanding AI's application



Budget allocation



Leadership buy-in



Marketing products with emerging trends

WHY ATTEND

MARKETING PLUS CAIRO 2024++++



JOIN THE AI REVOLUTION:

Learn about essential tools to enhance marketing efficiency and ROI.



LEARN FROM THE BEST:

Gain actionable strategies from industry thought leaders.



FUTURE-PROOF YOUR MARKETING GAME:

Explore trends and technologies that will shape marketing's future.



JUMP AHEAD OF THE COMPETITION:

Gain a head start on your competitors by taking steps to prepare for the future, today.



EXPAND YOUR NETWORK:

Connect with marketing executives and decision-makers.



GET YOUR STRATEGIC ACTION PLAN:

Leave with a roadmap for navigating tomorrow's marketing landscape.

+++
PHILIP
KOTLER

LIVE
on zoom

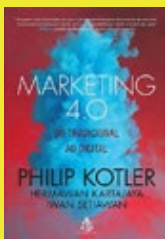
FATHER OF MODERN MARKETING

MARKETING 6.0:
HOW MARKETING HAS CHANGED
OVER 50 YEARS



"The best companies will be those that find ways to combine technology with human touch."

+ **Philip Kotler**
Father of Modern Marketing



Dr. Philip Kotler is the S.C. Johnson & Son Distinguished Professor (Emeritus) of International Marketing at Northwestern University's Kellogg School of Management.

He's a bestselling author whose work has been translated into more than twenty-five languages, a renowned marketing expert and professor, widely recognized for his contributions to the field of marketing.

Often referred to as the "**father of modern marketing**" Kotler has authored several influential books, including Marketing Management, which is considered a cornerstone in marketing education.

His work has significantly shaped marketing theory and practice, emphasizing strategic marketing, consumer behavior, and the impact of digital technologies on marketing.

Kotler's insights and frameworks have been instrumental for both academics and practitioners in understanding and implementing effective marketing strategies.



PR

LIVE
in Cairo

SMITH

CREATOR OF SOSTAC® PLANNING
FRAMEWORK

**HOW AI CAN IMPROVE
MARKETING RESULTS !**

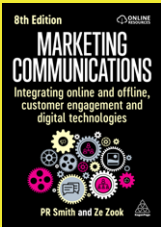
Including a very different look
at AI, Innovation & Ethics



"In an increasingly chaotic and fast-changing digital world SOSTAC® Planning method integrates both AI and other digital tools to deliver better results plus a much-needed 'reassuring sense of order' for successful companies. AI is creating, I believe, the greatest moment of change in the history of marketing and in the history of civilisation itself."



+ PR Smith Creator of SOSTAC® Planning Framework



PR Smith is one of the world's most celebrated integrated digital marketing writers & dynamic speakers. A Ted Talker, marketer, author, (6 books in 8 languages) & founder of SOSTAC® planning framework. Smith has transformed how businesses approach marketing strategy in the digital and AI age.

SOSTAC® planning methodology was voted in the World's Top 3 Business Models by the Chartered Inst. of Marketing's Centenary Poll and it is now adopted by blue-chips (Linkedin and KPMG) and over 1,000 start-ups and disruptors primarily via government enterprise bodies.

PR Smith hosts a weekly chat about AI, Innovation & Ethics in Marketing every Friday 1pm-1.30pm (UK) on LinkedIn.

Paul also founded the NFP Great Sportsmanship Edutainment Programme which inspires a new generation of global citizens through short stories about sportsmanship.

He has an MBA, PG Dip Finance, PG Dip Marketing, B.Sc (mngt).



JOERI

BILLAST

WEB3 & AI MARKETING STRATEGIST

CMO OF THE FUTURE

LIVE
in Cairo



"The future of marketing lies in the seamless integration of AI, VR, AR, and Web3 technologies."

+ **Joeri Billast**
The Web3 CMO



Joeri Billast, known as "The Web3 CMO," is a Fractional CMO and Web3 & AI Marketing Strategist. He is a best-selling author on Amazon and hosts the Web3 CMO Stories podcast.

As the founder of the Sintra Synergies program, Billast guides organizations in NFT, Metaverse, and AI-driven marketing strategies.

His work helps businesses harness cutting-edge technologies while maintaining a focus on human connection and strategic growth, driving substantial impacts in the emerging tech landscape.



CHRISTIAN

LIVE
in Cairo

SARKAR

Entrepreneur, artist, and champion
of brand activism

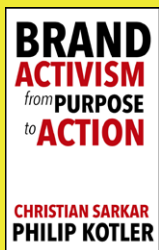
**BRAND ACTIVISM: FROM
PURPOSE TO ACTION**



“Throughout history, it has been the inaction of those who could have acted; the indifference of those who should have known better; the silence of the voice of justice when it mattered most; that has made it possible for EVIL to triumph.”

+ Christian Sarkar

Brand Activism: From Purpose to Action



Christian Sarkar is an author, artist, and activist consultant. He is a co-founder of the **Regenerative Marketing Institute** along with **Philip Kotler and Enrico Foglia**.

Sarkar is the editor of *The Marketing Journal*, an online publication with insights on next practices in marketing. He is also involved in numerous public projects, including **The Wicked7 Project**, **ActivistBrands.com**, **FIXCapitalism.com**, and the \$300 House Project. In 2021, Christian was named to the Thinkers50 Radar of global management thinkers primarily for his work on brand activism.

Sarkar is the co-author of *Regenerative Marketing: The Future of Community* (2022) with Philip Kotler and Enrico Foglia, and the co-author of *Brand Activism: From Purpose to Action* (2018) with Philip Kotler. Kotler and Sarkar's latest book is *Wicked Problems: What can we do in this Time of Collapse?* (2024).

HIGHLIGHTS AND AGENDA



REGISTRATION + BREAKFAST

8:30 AM – 9:00 AM

OPENING REMARKS

9:00 AM – 9:15 AM

BRAND ACTIVISM:
From Purpose to Action
by Christian Sarkar

COFFEE BREAK

10:30 AM – 10:45 AM

9:15 AM – 10:30 AM

TBD

PRAYERS + COFFEE BREAK

10:45 AM – 12:00 PM

12:00 PM – 12:30 PM

AI, INNOVATION & ETHICS IN MARKETING, BY PR SMITH

1:15 PM – 2:15 PM

PANEL DISCUSSION

12:30 PM – 1:15 PM

CMO OF THE FUTURE, BY JOERI BILLAST

2:15 PM – 3:15 PM

PRAYERS + LUNCH BREAK

3:15 PM – 4:15 PM

PRAYERS BREAK

5:00 PM – 5:15 PM

PANEL DISCUSSION

4:15 PM – 5:00 PM

MARKETING 6.0:

How Marketing Has Changed
Over 50 Years, Dr. Philip Kotler

5:15 PM – 6:30 PM

CLOSING + GROUP PHOTOS

6:30 PM

EVENT PRICING

VIP TICKET:

Regular Price:
19,990 EGP

Early Bird Offer:
13,950 EGP

Early Bird Offer Ends on 30 November

BENEFITS:

- Maximize engagement and networking with **front-section roundtable seating**.
- Enhance your professional credibility with a **signed certificate** from **global speakers**
- Stay energized with **five-star meals** and **coffee breaks**.
- **Connect directly with speakers** at the **networking breaks**.
- Enjoy **special discounts** on the event workshops.
- Receive **best offers and discount** on NEXUS future events.
- Access event **photos** to capture key moments.

GROUP OFFERS:

4

tickets:

48,000 EGP

7

tickets: (Branded Table)

77,000 EGP

PREMIUM TICKET:

Regular Price:
8,000 EGP

Early Bird Offer:
4,950 EGP

Early Bird Offer Ends on 30 November

BENEFITS:

- Attend **all sessions** for complete insights.
- Get the workbook (**soft copy**) to retain key info.
- Enjoy **theater-style** seating for better focus.
- Receive a **soft copy certificate** for recognition.
- Access event **photos** to capture key moments.

GROUP OFFERS:

4

tickets:

18,000 EGP

7

tickets:

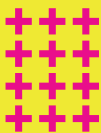
28,000 EGP

10

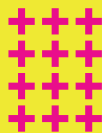
tickets:

35,000 EGP

SHAPE THE FUTURE
OF YOUR BUSINESS



THE DECISION IS YOURS




TAKE ACTION NOW

Don't miss the opportunity to
learn from visionary leaders.
Act now to secure your place and
shape the future of your business.



MARKETING PLUS
CAIRO **2024** +++++

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HOW TO PURCHASE

Don't miss out on our
early bird offers!

Purchase your tickets now
to secure the best prices

+++

BOOK YOUR SEAT

NOW!

+++

EARLY BIRD DEADLINE
14 NOVEMBER

PLATFORMS:

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