



**institute of
marketing in
malawi**



UNBIRD



THEME

RESILIENCE IN THE FACE OF: DISRUPTION

**BE BOLD,
BE DIFFERENT,
BE REMARKABLE.**



KEYNOTE SPEAKER
**SHARON
KEITH**



MBALI BHENGU
Award-Winning
Entrepreneur, Speaker
& Author

Marketing Disrupted:
Engaging Gen Z with
innovation.



MWEZA BESA, FZIM
President - Zambia Institute
of Marketing, CEO - TransFrontier
Management Services

Market Expansion:
How African Marketers can
boldly leverage the AFCTA



WARDA KIMARO
Head of Brand and
Communications
Vodacom Tanzania Plc

Building Resilience:
Strategies for thriving
amidst change.



CHIPILIRO KATUNDU
Group Chief Marketing and
Affairs Officer - Letshego
Mozambique

Sales Masterclass:
Differentiation as a key to
success.

PANELISTS



WILKINS MIJIGA
Head - Client Coverage
National Bank of Malawi Plc



**HON. DR. VERA
KAMTUKULE**
Minister of Tourism, Malawi
Government



**DR. NAPOLEONE
DZOMBE**
Entrepreneurial Leader with
Multi-Sector Influence



23RD-26TH OCTOBER 2025



SUNBIRD LIVINGSTONIA, SALIMA

ABOUT THE CONFERENCE

Every year in October, the Institute of Marketing Malawi proudly hosts its annual conference and Marketers Excellence Awards Gala. This highly anticipated event attracts top marketing professionals and other professionals fostering networking opportunities and showcasing industry advancements and achievements.

This year's theme is, "Resilience in the Face of Disruption: Be Bold; Be Different; Be Remarkable."

The business landscape continues to evolve, therefore resilience and differentiation have become crucial in shaping competitive brands. More so this conference aims at equipping participants with forward thinking strategies and the bold leadership required to thrive in disruption.

WHY YOU SHOULD NOT MISS THE 2025 **MARKETERS** **CONFERENCE**



1. NETWORKING

Connect with top marketing minds, industry leaders, and innovators across Malawi and beyond. This is your chance to build meaningful relationships, spark collaborations, and grow your influence in the marketing space.



2. CELEBRATING EXCELLENCE

This conference is more than just another gathering; it's a tribute to the individuals and organizations raising the bar in marketing across Malawi and beyond. Attendees will witness recognition of outstanding marketing achievements, gain inspiration from success stories and best practices, and connect with award-winning professionals whose journeys can motivate and guide them.

3. EQUIPPING PARTICIPANTS WITH FORWARD THINKING STRATEGIES

The future of marketing is dynamic, and this conference is about staying ahead of the curve. Participants will explore emerging trends, innovations, and digital tools, learn actionable strategies to remain competitive in shifting markets, and discover how to adapt marketing efforts to future consumer behavior.

4. BOLD LEADERSHIP PRINCIPLES TO NAVIGATE UNCERTAINTY

The conference will empower attendees to strengthen decision-making skills amid challenges, understand crisis communication and brand resilience, and explore leadership frameworks that promote confidence and clarity even in volatility.

5. MASTER THE SALES UNDER THE SALES MASTER CLASS

Sales are the lifeblood of any marketing effort, and this master class is the ultimate power boost for professionals looking to level up. Attendees will gain advanced tools to close deals effectively, understand customer psychology and buying behavior, and practice persuasive techniques that convert interest into revenue.

**WHO
SHOULD
ATTEND**

- Chief Executive Officers
- Marketing Directors
- Heads of Marketing
- Chief Marketing officers
- NGO Marketing- Strategic Marketing
- Marketing Consultants and Specialists
- Digital Marketers
- Marketing Managers
- Marketing Officers and Coordinators
- Sales Managers and Officers
- Custom Service
- Commercial Directors
- PROS



THEME

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CONFERENCE FEES 2025

MEMBER

	NORMAL PAYMENT	LATE PAYMENT
• Conference Full Package	MWK 2,250,000.00	MWK 2,400,000.00
• Conference Only	MWK 1,250,000.00	MWK 1,350,000.00
• Awards Only Tickets	MWK 250,000.00	MWK 300,000.00

NON-MEMBER

	NORMAL PAYMENT	LATE PAYMENT
• Conference Full Package	MWK 2,450,000.00	MWK 2,600,000.00
• Conference Only	MWK 1,450,000.00	MWK 1,550,000.00
• Awards Only Tickets	MWK 450,000.00	MWK 500,000.00

• Student Fee (1-Day Pass)
MWK94,300

• PCDM Graduation Package
MWK120,000

PAYMENT WINDOWS

NORMAL PAYMENT

1ST AUGUST - 5TH OCTOBER 2025
(Payable in two Instalments)

LATE PAYMENT

6TH - 18TH OCTOBER 2025

AWARDS

Excellence Awards- held annually as part of the conference to recognize the great work Marketers have done and celebrate the success of the most impactful initiatives and minds



PICTORIAL PREVIEW



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SCAN ME

Email: imm@imm.mw
Phone number: 0991008388 Vidah

YOUR WAY UP