

# 29<sup>th</sup> Annual Marketing Conference

*Award Cycle*  
Theme: Redefining Marketing's Role in Zambia's Economic Development.

## CONFERENCE PROGRAMME



27<sup>th</sup> - 29<sup>th</sup>  
May 2026



Avani Victoria Falls  
Resort Livingstone



Visit our website  
[www.zimmarketing.org.zm](http://www.zimmarketing.org.zm)

Redefining Marketing's Role in Zambia's  
Economic Development.

**29<sup>th</sup>** Annual  
Marketing  
Conference  
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# PRE-CONFERENCE DAY 0

Registration cocktail evening at the Secretariat. Welcome  
drinks served, Light Music

10:00hrs -  
16:00hrs

Arrival & Registration of Delegates

18:30 hrs

Welcome and Connect-Reception Programme

VENUE: AVANI SECRETARIAT GROUNDS

**TUESDAY 26<sup>th</sup>**

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## DAY 01

Host: Mr. Danny Chanda

**WEDNESDAY 27<sup>th</sup>**

DP: Ms. Mpeza Mbewe

07:00 hrs -  
08:15 hrs

Breakfast & Registration

08:15 hrs -  
08:30 hrs

Arrival of Delegates

08:25 hrs

Guests seated

08:35 hrs

Arrival of Guest of Honour

08:40 hrs

National Anthem

08:45 hrs

Opening Prayer - Ms.Mpeza Mbewe

08:50 hrs

ZIM Registrar & CEO Remarks - Mr. Danny Chanda

09:00 hrs

Organising Committee Chairperson Remarks - Ms.Yabbey Shitima

09:10 hrs

ZIM President's Remarks - Mr. Mwewa Besa

09:15 hrs

Guest of Honour's Address

10:00 hrs

Official Group Photograph | Tea break

10:45 hrs

**KEYNOTE ADDRESS - Prof. Lubinda Haabazoka**

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## DAY 01

WEDNESDAY 27<sup>th</sup>

11:30 hrs

Sponsor Presentations

11:45 hrs

Topic 1: Driving Product Innovations Across Markets  
Mr. Nicholas Kabaso

12:30 hrs

Topic 2: Account-Based Marketing for Industrial Growth  
Mr. Andrew Ngulube

13:15 hrs

Sponsor Presentations

13:25 hrs

Lunch

14:25 hrs

Sponsor Presentation

14:30 hrs

Topic 3: Panel Discussion Marketing for Capital – How Brands Attract Investment in Zambia - Panelists: Mr. Nicholas Kabaso, Mr. Muyangwa Muyangwa, Mr. James Chona | Moderator: Ms. Muntanga Sibalwa

15:25 hrs

Tea Break

15:40 hrs

Topic: Wellbeing in Marketing

18:00 hrs

Grill, Chill & Thrill - ZAMBEEF Shokaz Night

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## DAY 02

**THURSDAY 28<sup>th</sup>**

DP: Mr. Barry Matabula

07:00 hrs -  
08:00 hrs

Breakfast & Registration

08:00 hrs -  
08:20 hrs

Arrival of Delegates

08:30 hrs

Building Brands that Last - Dr. Kombe

09:30 hrs

Sponsor Presentations

09:40 hrs

How Marketing Unlocks Financial Inclusion and Expands the Economy - Dr Iheanyi Nwogu

10:30 hrs

Tea Break

11:00 hrs

Mastering Social Security to Unlock Strategic Domestic Capital  
Mr. Muyangwa Muyangwa

12:00 hrs

Sponsor Presentations

12:30 hrs

Lunch

13:45 hrs

Sponsor Presentations

14:00hrs

**MASTERCLASSES**

1. Marketing Beyond Products - Presenter: Mr. Joo Chunga,  
Moderator: Mr. Flavian Mupemo

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2. Driving Economic Value for Decision Intelligence - Presenter: Ms. Anne Kaluba, Moderator: Ms. Swence Nakamba
3. From Awareness to Action - Presenter: Mr. James Chona, Moderator: Ms. Wezi Msichili

15:00 hrs

The Future Sits Here Powered by ZANACO 60\*60 (CSR)

18:00 hrs

Unwind and Recharge/ ZIM Social Activities

## DAY 03

FRIDAY 29<sup>th</sup>

DP: Mr. Nshinka Lupupa

07:00 hrs -  
08:00 hrs

Breakfast & Registration

08:00 hrs -  
08:25 hrs

Arrival of Delegates

08:30 hrs

ANNUAL GENERAL MEETING (AGM)

12:30 hrs

Tea Break

14:00 hrs

Unwind & Recharge

18:30 hrs

Annual Gala Dinner and awards night - Arrival of Guests

19:00 hrs

ANNUAL GALA DINNER - COPPER AND ICE

# SPONSOR LIST



Zambia Sugar



**zanaco**



*Aspire, Acquire, Prosper*



**CHILANGA**  
CEMENT



**UNICAF**  
UNIVERSITY



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