



## *Awards Gala Dinner*

### **THEME:**

**RESILIENCE AND GROWTH  
THROUGH SUSTAINABLE  
MARKETING**

**DAY 1**

**WEDNESDAY 7<sup>TH</sup> MAY 2025**

**CONFERENCE PROGRAMME**

07:30HRS - 08:30HRS	REGISTRATION AND BREAKFAST
08:30HRS - 08:45HRS	ARRIVAL OF DELEGATES
08:45HRS - 08:50HRS	WELCOME REMARKS
08:50HRS - 09:00HRS	ZIM REGISTRAR & CEO'S REMARKS
09:00HRS - 09:10HRS	ORGANISING COMMITTEE CHAIRPERSON REMARKS
09:10HRS - 09:15HRS	ZIM PRESIDENT'S REMARKS
09:15HRS - 10:00HRS	GUEST OF HONOUR'S SPEECH
10:00HRS - 10:45HRS	GROUP PHOTO
10:45HRS - 11:45HRS	KEYNOTE ADDRESS + Q&A
11:45HRS - 12:00HRS	SPONSOR
12:00HRS - 12:45HRS	PROACTIVE ACCOUNT MANAGEMENT; RETAIN, STRENGTHEN AND THRIVE IN TOUGH TIMES Q&A
12:45HRS - 12:55HRS	SPONSOR
12:55HRS - 14:30HRS	LUNCH
14:30HRS - 15:15HRS	SUSTAINABLE SUCCESS: MEASURING IMPACT & POWERING GREEN MARKETING - + Q&A
15:15HRS - 15:25HRS	SPONSOR
15:25 HRS - 16:10HRS	CRISIS MANAGEMENT: CASE STUDY ON DIFFERENT SECTORS THAT HAVE BEEN IMPACTED
18:00hrs	INFORMAL NETWORKING EVENT - 'PAINT AND SIP OVER A BRAAI'- MARAMBA RIVER LODGE





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**DAY 2**

**THURSDAY 8<sup>TH</sup> MAY 2025**

**CONFERENCE PROGRAMME**

07:30HRS - 08:15HRS	REGISTRATION AND BREAKFAST
08:15HRS - 08:30HRS	ARRIVAL OF DELEGATES
08:30 HRS -10:00 HRS	CEO'S MINDSET LEADING WITH PURPOSE AND VISION-PANEL DISCUSSIONS
10:00 HRS - 10:10 HRS	SPONSOR
10:10 HRS - 11:00 HRS	COUNCIL PRESENTATION- DISCUSSION
11:35 HRS - 12:30HRS	MASTER CLASSES ELEVATING THE MARKETER'S VOICE: MASTERING INTERVIEWS AND MEDIA APPEARANCES TO DRIVE BUSINESS RESULTS AI IN ZAMBIAN MARKETING: TRANSFORMING ENGAGEMENT & DRIVING GROWTH THE UNTAPPED POWER OF SOCIAL MEDIA
12:30HRS - 13:30HRS	LUNCH
12:55HRS - 14:30HRS	SPONSOR
14:30HRS - 15:15HRS	MIND OVER MARKETING: PRIORITIZING MENTAL WELL-BEING IN A HIGH-PRESSURE INDUSTRY
14:30HRS-15:30 HRS	DOWN TIME IN PREPARATION FOR BOAT CRUISE
15:30HRS	BUS BOARDING TIME FROM AVANI RECEPTION
16:00HRS- 19:00HRS	SUNSET WATCHING ON A BOAT CRUISE





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**DAY 3**

**FRIDAY 9<sup>TH</sup> MAY 2025**

**CONFERENCE PROGRAMME**

07:30HRS - 08:15HRS	REGISTRATION AND BREAKFAST
08:15HRS - 08:30HRS	ARRIVAL OF DELEGATES
08:30HRS - 10:30HRS	ANNUAL GENERAL MEETING
10:50HRS - 12:30HRS	CORPORATE SOCIAL RESPONSIBILITY EVENT
13:00HRS - 13:45HRS	LUNCH
13:45HRS - 18:30HRS	DOWN TIME FOR THE AWARDS GALA DINNER PREPARATIONS
18:30HRS - 19:00HRS	ARRIVAL OF GUESTS TO GALA DINNER (AVANI VICTORIA FALLS RESORT)
19:00HRS ONWARDS	ANNUAL GALA DINNER_BEGINS