



USEFUL & BEAUTIFUL



WOMENINTECHZA

PRESENTS

MOVING to MASTERY: WOMEN IN TECH & DIGITAL

CONFERENCE PROGRAMME

12 June 2019

Featuring an all-female speaker line-up, the event is for anyone (women and men) already in the technology and digital space looking to master their skills. Tech and digital marketing are often seen as discrete sectors and part of what the event aims to do is bring them closer together – in discussion and in practise thereafter.

This event is tailored to showcase the high degree of skills and expertise we have in the tech sector, and specifically among women in tech, who are very under-represented at events as speakers and delegates. That said, and while the name and content are tailored to women delegates, we want to make it clear the conference is for everyone.



08:00 – 09:00

Refreshments, Registration and Networking

09:00 – 09:20

WELCOME

Mel Jones - Award Nominated Comedian

09:25 – 09:55

KEYNOTE: Female entrepreneurship in CyberSecurity

Anna Collard - Founder and Managing Director of Popcorn Training - a KnowBe4 Company

- Why the Cyber Security industry is providing amazing platforms for a variety of skills and talents.
- Opportunities for women.

10:00 – 10:30

KEYNOTE: The journey going from student/researcher to employee to entrepreneur and making the purpose-driven decision (as scary as it was!) to quit her job

Aisha R. Pandor - Co-founder and CEO of SweepSouth

- Taking an unconventional path into the tech space, becoming a digital disruptor, and how taking a purpose-driven approach career led her to start a platform marketplace company (the first of its kind on the continent) that has found employment for thousands of women.

10:35 – 10:50

TEA BREAK

10:55 – 11:25

KEYNOTE: Oh, the lessons I've learned! My experiences as an African entrepreneur

Barbara Mallinson - Founder and CEO of Obami

- Building a startup is no easy task, building an ed-tech startup in Africa borders on insanity!
- Over the past decade, Obami has been disrupting the status quo in education, learning and development – but it hasn't been without its ups and downs.
- In this talk, Barbara Mallinson will recount her experiences of starting and growing Obami, and show how the journey has educated her in ways that she never quite expected.

11:30 – 12:10

PANEL 1: Self-care/Wellness

Moderated by **Cathryn Reece** - Product Owner at Property24

- This panel will cover wellness including sleep (and getting enough of it), stress, health/fitness, parenting and health trends/work wellness with sleep scientist

Panellists include:

- **Dr Dale Rae** - Director and Sleep Scientist at the Sports Science Institute of South Africa
- **Olivia du Plessis** - Founder of LivFit and fitness trainer
- **Helena Wasserman** - Editor of Business Insider South Africa
- **Bongekile Mabaso** - Uplift Youth in Africa

12:15 – 13:05

LUNCH

13:10 – 13:25

Introduction to afternoon

Samantha Perry - Co-founder of Women in Tech ZA

Delene Roberts - Manager at Sisters Incorporated

- Who Sisters Incorporated are and what they do.

13:30 – 14:00

KEYNOTE: Sustaining leadership as an industry expert over the years

Lorraine Steyn - KRS founder and CEO

- Lorraine has led the software development company KRS for over 30 years, and will talk about sustaining leadership over such a long period of time, in the highly changeable tech sphere.
- This talk will highlight the value of lasting partnerships, building a learning organisation, and why focusing on quality is essential.

14:05 – 14:35

KEYNOTE: Demystifying AI, Machine Learning and other Tech Buzzwords

Birgitta Cederstrom - VP Commercial Brand & Demand MEA MD B Incorporate, Frost & Sullivan

- Overall Mega to Micro Trends on Digital Transformation sharing the hot 10 buzz currently changing our lives at home, and at work.
- AI, Healthcare, Tech, Manufacturing, Banking & Financial Institutions and Retail are all being disrupted by Digital Transformation - but what does that mean for us today and how we must transform ourselves to keep being relevant in our work and private life?

14:40 – 15:20

PANEL 2: Tech in action

Moderated by **Samantha Perry** - Co-founder of Women in Tech ZA

- This panel will delve into technology in action, particularly AI, Blockchain and Machine Learning

Panellists include:

- **Celina Lee** - Co-Founder and CEO at Zindi Africa
- **Debra Roodt** - Chief Compliance Officer at Xago
- **Genevieve Mannel** - Head of IT at Cipla

15:25 – 15:55

KEYNOTE: Advanced Digital Marketing

Jacqui Mackway-Wilson - Founder of GoSocial SA

- How to get the best out of social media for your business.

16:00 – 16:30

KEYNOTE: Integrating the Silos of Tech and Digital to create purposeful solutions

Lynette Hundermark - Co-founder and CPO of Useful & Beautiful

- When a digital product fails, who gets the blame? Quite often it's the tech team that takes a hit and of recent years it's the digital marketing team. Why is this the case?
- What about the customer's needs, do they matter?
- Are you using the latest technology as a tick box exercise, or to genuinely solve a customer/business problem? How do we break down these silos as one team?

16:30 – 16:35

CLOSING

16:35 – 17:00

Drinks and Networking

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