



YOURSELF MANAGEMENT
Leaders in the African Market

Kabelo Ncholo to Present on Strategies to Penetrate the African Market at Madex

7 June 2017 – Kabelo Ncholo, the founder and CEO of Yourself Management, an award-winning, through-the-line marketing agency specialising in the African market, will speak on strategies to penetrate the African market at the inaugural Madex 2017 (#Madex2017).

The Marketing, Advertising, Design, Social Media and Eventing Expo (Madex) is the first show of its kind to bring together the best minds in the South African marketing world. The objective of the exhibition is to enable visitors to navigate the fantastic innovations within the marketing, communications, advertising, public relations and design space. Madex is running alongside Markex, Africa's premier promotional product event.

Organised by Specialised Exhibitions Montgomery, Madex will take place at the Sandton Convention Centre in Johannesburg on 7 and 8 June 2017.

Kabelo is one of 33 speakers at Madex, who include business consultants and entrepreneurs as well as branding, design, advertising, marketing and communications specialists. His talk, which will take place at 11:30am on Thursday, 8 June at the Madex Cinema Theatre, will focus on various strategies to penetrate the African market.

“Speaking at Madex is a great platform to present Yourself Management’s wealth of knowledge and experience in providing marketing services in Africa,” says Kabelo.

Up until 2016, Yourself Management, focused on creating excellent campaigns for the township market, priding itself on being “Leaders in the Township Market”. In 2017, the agency has positioned itself as being “Leaders in the African Market” and is putting greater emphasis on amplifying its services throughout the Sub-Saharan region.

“Working in partnership with our country representatives, Yourself Management has run excellent marketing campaigns in numerous countries in Southern Africa, East and West Africa, including Botswana, Ghana, Kenya, Malawi, Namibia and Zambia,” explains Kabelo.

“I’m excited about intensifying our presence in Africa by rolling out campaigns on a larger scale and on a much more regular basis,” he adds. “Apart from obvious growth opportunities outside of South Africa, with our expansion efforts we are able to service our brands based out of South Africa in specific African territories in which they operate. It is an ideal time rife with opportunities. Africa is alive, and so are its people. Fresh ideas and fresh initiatives are an excellent way in which to unlock its potential.”



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In addition to Kabelo speaking at Madex, Yourself Management will also have an Africa-themed exhibition stand at stand number F21 at the show.

Yourself Management currently employs over 300 staff operating throughout the Southern African Development Community. The agency runs an average of 30 campaigns annually and prides itself on being the preferred supplier for some reputable blue chip companies such as Tiger Brands, Nestle, L'Oréal and Platco Digital (etv) among others.

**For more information on Yourself Management, contact: (011) 467 1005 or visit:
www.yourselfmanagement.co.za**

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About Yourself Management

Yourself Management is a through-the-line marketing agency started in 2004 that specialises in providing marketing services in Africa. The agency offers clients an integrated approach by using below-the-line (BTL), digital and above-the-line (ATL) marketing methods to reach a wide customer base and generate conversions.

The agency invests in understanding their clients' brand strategy, which enables it to position their brand accordingly to spark an emotional connection with the African market.

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