



**STUDENT CONFERENCE PROGRAMME
BEST WESTERN PLUS HOTEL**

12TH JULY 2024

STUDENT CONFERENCE

TIME	DESCRIPTION	PRESENTER
08:00 – 09:00	Arrival/Registration – ZIM	Secretariat
09:00 – 09:05	National Anthem	Nissi Chisupa
09:05 – 09:10	Opening Prayer	Nissi Chisupa
09:10 – 09:15	MC's Welcoming Remarks	Chavunga Lungu
09:15 – 09:20	ZIM Registrar & CEO's Welcoming Remarks	Mrs Lute L Mwelo
09:20 – 09:30	ZIM President's Remarks	Mr Mwewa Besa – ZIM President
09:30 – 10:10	Crafting your Personal Brand: Marketing yourself for career Success	Mr Bluseke Bluseke– CEO, Blink
10:10 – 10:20	Sponsor slot	Zamtel
10:20 – 11:00	Networking for Marketing Success: Building Relationships in the Industry	Ms Banji Mwiinga - Commercial Services Manager, Nkana Water and Sewerage Company
11:00 – 11:10	Entertainment	
11:10 – 11:50	From Classroom to Industry: Resume, Interview, and Portfolio Tips.	Ms Ngoza Faith Sakala Kabaso -

		Director – People & Culture, World Vision
12:00 – 13:00	Networking/Entertainment/ Sponsor Slot	
13:00 – 14:00	LUNCH	
14:00 – 14:50	Future Proofing trends and strategies for the next decade in Digital Marketing	Dr Francis Mukosa – Director Postgraduate Studies, ZCASU
14:50 – 15:00	Closing Remarks and End of Programme	Mr Mwewa Besa – ZIM President
15:00 – 15:30	NETWORKING	