



**UCT LIBERTY**  
**INSTITUTE**  
of strategic marketing

# THE CELEBRATIONS ECONOMY 2026

NEW  
STUDY

*How South Africans Plan, Save  
and Splurge for Life's Big  
Moments*

Don't miss the chance to learn  
how South Africans celebrate and  
what it means for your brand.

South Africans spend hundreds  
of billions of rands on  
celebrations every year. Our  
study goes beyond the spend,  
unpacking why people celebrate,  
how they plan, and what it all  
means for marketers.

BOOK HERE

## EVENTS:

1st of October 2026;  
9:00 to 12:00;  
Johannesburg, Melrose  
Arch

2nd Of October 2026;  
9:00 to 12:00; Cape  
Town, UCT

## COST:

R 4,500 excl. tax

*Membership incl.  
complimentary tickets*

## OUR SPEAKERS



### **Neo Makhele, Chief Strategy Officer, Ogilvy SA**

For Neo Makhele, communications and creativity are a calling. A strategist at heart, she works across creative, brand, positioning, and integrated communications strategy. She holds an MBA in Creative Leadership from Steinbeis-Hochschule University, Berlin, focusing on innovation and frugal innovation in Africa. She has developed crosscultural, global, and Pan-African campaigns for Pay TV, beverages, and political advertising, and serves on the board of Ogilvy SA.



### **Martin Neethling, Former Chief Marketing Officer, PepsiCo- Africa / Consultant**

Martin Neethling is a seasoned marketer and business leader with decades of success in FMCG, retail, and advertising. He has transformed marketing ecosystems, revitalized brands, and delivered rapid results. Most recently, he was VP and CMO for PepsiCo/Pioneer. He also lectures at UCT's Graduate School of Business and serves on industry boards, including MASA and the Advertising Regulatory Board.



### **Dr. Tumelo Chaka, Chief Marketing Officer, United Stations**

Dr Tumelo Chaka is an accomplished executive, board member and leading authority on consumer behaviour and growth strategy in Africa. With over 20 years of experience across financial services, media, retail and technology, he specialises in consumer behaviour, financial inclusion, digital transformation and market expansion. He holds a PhD in Consumer Behaviour, focusing on household consumption and expenditure, and advises on consumer trends, platform businesses, retail banking and African markets.

## USEFUL LINKS

[About Us](#)

[Membership](#)

[Previous Reports](#)

## BOOK HERE

*For queries or block bookings  
contact Virusha on  
[virusha.pather@uct.ac.za](mailto:virusha.pather@uct.ac.za)*

## EVENTS

**1st October Johannesburg**  
(Melrose Arch)

**2nd October Cape Town**  
(UCT)

**COST**  
R 4,500 excl. tax