

# SAVE THE MAZ 2024 CALENDAR OF EVENTS AND TRAINING



## 1<sup>st</sup> QUARTER EVENTS 01

### MAJOR EVENTS DATES

Business Review Conference 23 February

### OTHER EVENTS

Corporate Speed Networking 14 March

Pachoto 15 March

Women In Marketing: Wellness & Fun Day 16 March

Annual Digital Marketing Summit 1<sup>st</sup> Edition 28 - 29 March

### SOUTHERN REGION

Business Expo 8 March

## MAZ BUSINESS INSTITUTE

### MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Digital Marketing	Jan Online	3 Months	5 February
	Jan Physical	3 Months	3 February
	March Online	3 Months	5 March
	March Physical	3 Months	9 March
Graphic Design	Feb Online	2 Months	20 February
Post Grad in Digital Marketing	March	1 Year	27 March
<b>DIGITAL MASTERCLASSES</b>			
Social Media Marketing in the 4 <sup>th</sup> Industrial Revolution		1 Day	14 February
<b>WORKSHOP</b>			
Predictive Analytics & AI: Unleash Marketing Potential		1 Day	1 February
<b>EVENTS</b>			
Digital Networking Social		3 Hours	23 February
Annual Digital Marketing Summit 1 <sup>st</sup> Edition		2 Day	28 & 29 March
<b>WEBINAR</b>			
Voice Search SEO and AI: Optimising for the Future of Digital Marketing	Evening	2 Hours	29 February

### MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Event Planning	Jan Online	2 Months	30 January
Professional Certificate in Retail Management	Feb Online	3 Months	27 February
ZimChartered Marketer	Feb Online	1 Year	4 March
MAZ Diploma in Marketing and Sales	March Online	1 Year	26 March
Post Grad Diploma in Marketing Management	March Online	1 Year	28 March
<b>WORKSHOP</b>			
Entrepreneurship Training Workshop	1 March	1 Day	1 March

### MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Customer Experience Management	March Online	3 Months	06 March
Professional Diploma in Customer Experience Management	March Online	12 Months	22 March
<b>WORKSHOP</b>			
Customer Experience Management for Service Personnel	1 Day	Physical	23 February
<b>WEBINAR</b>			
CX WEBINAR	Afternoon	1 Hour	26 March

## 2<sup>nd</sup> QUARTER EVENTS 02

### MAJOR EVENTS DATES

ZITF April

Superbrand Business Breakfast 24 May

Annual Continuous Development Program (Winter School) 4 - 7 June

### OTHER EVENTS

### SOUTHERN REGION

Marketers Link UP 25 April

## MAZ BUSINESS INSTITUTE

### MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Diploma in Digital Marketing	March Online	1 Year	3 April
Professional Certificate in Digital Marketing	May Online	3 Months	13 May
	June Physical	3 Months	19 - 22 June
<b>MASTERCLASSES</b>			
Digital Marketing Strategy	Physical	2 Days	7 May
<b>EVENT</b>			
ACPD - Digital Marketing Practitioner		3 Days	4 - 7 June
<b>WEBINARS</b>			
"Influencer Marketing: Building Authentic Connections"		2 hours Evening	25 April
"The Art of Storytelling: Engaging Audiences through Compelling Content"		2 hours Afternoon	30 May

### MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Certificate in Project Management	May Online	6 Months	16 April
Professional Certificate in Marketing Research and Insights	May Online	8 Weeks	16 May
<b>WORKSHOP</b>			
Essential Selling Skills	June	1 day	28 June
<b>EVENT</b>			
Sales Boot Camp	May	2 Days	30 - 31 May
ACPD - Sales & Marketing Practitioner		4 Days	4 - 7 June

### MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Customer Experience Management	March Online	3 Months	28 June
<b>MASTERCLASS</b>			
Customer Analytics and Metrics	Physical	Days	16 - 17 May
<b>EVENT</b>			
ACPD - Customer Experience Practitioner	Physical	3 Days	4 - 7 June
Customer Experience Networking Social	Physical	1 Day	7 June

## 3<sup>rd</sup> QUARTER EVENTS

03

### MAJOR EVENTS

### DATES

Marketing Week	22 - 26 July
MAZ Charity Golf	26 July
AMC Conference (Mombasa, Kenya)	28 - 30 August
Exceptional Marketing Awards	13 September

### OTHER EVENTS

Women In Marketing (Business Soiree)	16 August
Pachoto	16 August

### SOUTHERN REGION

SMEs Expo	16 August
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## MAZ BUSINESS INSTITUTE

### MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Graphic Design	July	3 Months	18 July
Professional Certificate in Digital Marketing	August	3 Months	10 August
Executive Certificate in Marketing	September	2 Months	23 September
<b>EVENTS</b>			
Industry Meet Up (Marketing Week)	August	1 Day	
Website and SEO/Digital Marketing Analytics	July	1 Day	31 July
<b>WORKSHOPS</b>			
AI Powered Personalisation: Revolutionizing Digital Marketing	September	1 Day	25 September
Chatbots and AI: Transforming Customer Engagement in Digital Marketing	September	1 Day	26 September
<b>WEBINARS</b>			
Mobile Marketing Strategies	August	2 Hours Afternoon	27 August

### MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Event Planning	July	8 Weeks	16 July
Certificate Sales Management	August	3 Months	8 August
<b>EVENTS</b>			
Sales Webinar	September	1 Day	6 September
<b>WORKSHOPS</b>			
Key Account Management Workshop	September	1 Day	20 September

### MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Customer Experience Management	September Online	3 Months	4 September
<b>CUSTOMER EXPERIENCE MASTERCLASS</b>			
Customer Experience Management in the Digital Era	Physical	1 Day	26 July
<b>WORKSHOPS</b>			
Customer Service for the Public Sector and SMEs	Physical	1 Day	23 August
<b>WEBINAR</b>			
CX WEBINAR	Afternoon	1 Hour	23 September

## 4<sup>th</sup> QUARTER EVENTS

04

### MAJOR EVENTS

### DATES

Annual Marketers Convention	23 - 26 October
Superbrand Awards	22 November

### OTHER EVENTS

End of year braai	6 December
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### SOUTHERN REGION

Walkathon	2 November
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## MAZ BUSINESS INSTITUTE

### MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Digital Marketing	October Online	3 months	8 October
<b>WEBINARS</b>			
Email Marketing Secrets	October	2 Hours	31 October
SEO Unlocked	November	2 Hours	28 November
<b>EVENTS</b>			
Digital Networking Social	October	3 Hours	11 October

### MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>WORKSHOPS</b>			
Sales Strategy Workshop	October	1 Day	25 October
Role of AI in Marketing Webinar	October	1 Day	11 October
Marketing Strategy Workshop	November	1 Day	15 November

### MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>EVENTS</b>			
Customer Experience Conference	Physical	1 Day	4 October
Customer Experience Social	Physical	1 Day	18 October
<b>WORKSHOP</b>			
Customer Experience Strategy (1 day)	Physical	1 Day	8 November

**Be Informed! Be Connected! Be Recognised!**

Membership | Marketing Professional Development | Industry Events | Industry Publications | Research | Career Development

**MAZ** BUSINESS INSTITUTE  
Learn here, lead anywhere

**MIDP** MAZ Institute of Digital Practitioners  
Learn here, lead anywhere

**MISP** MAZ Institute of Sales Professionals  
Learn here, lead anywhere

**MICXP** MAZ Institute of Customer Experience Practitioners  
Learn here, lead anywhere

**FOR MORE INFORMATION CONTACT US**

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