

# Agenda

Thursday 22nd May 2025

**SIMPLIFYING**  
*Complexity*

**idu**  
User Conference 2025

08:30am



## Registration and Networking Coffee

Registration opens. Attendees sign in & receive conference materials, including name badges and conference gift.

09:00am



## Conference Opening

**Sicelo Tshelwane** – Business Development Manager, IDU

09:30am



## Keynote Speaker

**Pieter Geldenhuys** – Innovation Expert, Strategist, Futurist

10.30am



Tea Break

10.50am



## Keynote Speaker

**Kevin Phillips** – Founder & CEO, IDU  
The IDU Development Roadmap

11.35am



## Keynote Speaker

**Wayne Claassen** – Director, IDU  
New Features & Functionality in IDU

12.20pm



Lunch Break

13.20pm



## IDU Partner Session

**Braintree**  
AI & Cloud

14.00pm



## IDU Masterclass

**Margie Whitten** – Director, IDU  
Simplify your Budget with Integrated Modelling

14.40pm



Tea Break

15.00pm



## IDU Masterclass

**Mark Sayle** – Sales Manager, IDU  
Data Visualisation with IDU

15.30pm



## Keynote Speaker

**Steven Powell** – Head of Forensics, ENS Africa  
Managing Fraud & Corruption in South Africa

16.30pm



## Conference Closing

**Sicelo Tshelwane** – Business Development Manager, IDU

19.00pm



## Gala Dinner Event

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07:30am



**Wellness Activity**

09:15am



**Conference Opening**

**Sicelo Tshelwane** – Business Development Manager, IDU

09:30am



**Keynote Speaker**

**Gary Graham** – Chief Reinvention Officer, 3i's Group

How Can You Leverage Reinvention to Lead & Thrive in Complexity?

10.30am



**IDU Masterclass**

**Margie Whitten** – Director, IDU

Going Outside the Box! – Sales and Operational Planning

**11.00am**



**Tea Break**

11.20am



**Keynote Speaker**

**Dalin Oliver** – Comedian

Because sometimes the best solution is simply to laugh

11.50am



**IDU Masterclass**

**Wayne Claassen** – Director, IDU

The Theory & The Practical – Practical IDU Session.

12.20pm



**IDU Masterclass**

**Minette Joubert** – Senior Consultant, IDU

Taking Ease of User to The Next Level

**13.00pm**



**Lunch Break**

14.00



**Conference Closing & Development Priorities**

**Kevin Phillips** – Founder & CEO, IDU

14.00 – 16.00

**Book a one-on-one or Team Session with an Expert IDU Consultant**

*This is a draft agenda and may be subject to change.*