

WSI South Africa Internet Marketing Summit

Internet Marketing Solutions for Your Business

Opening Address

Ron McArthur President WSI –We simplify the Internet

Having joined the company in 2004, Ron McArthur continues to focus WSI efforts on the growth and profitability of our customers, consultants and partners within the WSI e-Marketplace. Ably positioned at the helm, Ron has built a team that embraces the concept of strong relationships in all their interactions within our global community.

With his long standing experience in the franchise industry and unrelenting focus on providing superior customer service, Ron leads the WSI team towards realizing the company's vision - to be the world's leading provider of Internet solutions to the small and medium size business (SMB) market.

A Chartered Accountant by profession, Ron's previous assignments include being President of Hudson's Bay Wholesale (a division of the Hudson's Bay Company). Ron was also President of Van Houtte's largest Office Coffee division and Executive Vice President of their corporations Mergers and Acquisitions department.

Keynote Speaker

Michael Jackson –www.theothermichaeljackson.com



Michael Jackson has over 25 years of strategic business, marketing and communications experience. Born in Britain, then London educated and trained in business strategy development and communication he has worked personally with Richard Branson at Virgin Atlantic, as well as with the directors of many other global businesses such as Microsoft, Nike and HP.

Today he is widely regarded as a full time professional speaker and writer and has become globally renowned and sought-after as a specialist on the subject of business change.

Michael has carved out an enviable reputation as one of the best business-to-business speakers on the global professional circuit by speaking at around 120 conferences and seminars a year across Africa, Asia, Europe, the USA and the Middle East; to audiences ranging from factory workers to Heads of State.

Michael is consistently rated by his clients, conference organisers and audiences alike as 'simply outstanding' for the way he creates and delivers powerful change messages – and he creates and weaves personalised individual company and industry business messages into all of his materials to suit every individual audience.

Michael consistently and successfully predicts and details market performances, trends and consumer behaviour with unerring accuracy for companies, industries and markets around the world – while motivating his business audiences to perform to a better personal standard.

Internet Marketing Specialist

Francois Muscat – www.wsioms.co.za

Francois Muscat is a recognised Internet and Search Marketing expert since 2003.



He is a sought after speaker at Internet Marketing conferences and has presented at numerous International seminars. He has been voted as best presenter in the last 3 WSI international conferences in Stansted, London and Orlando.

Francois has also won several awards for outstanding efforts within WSI. Among his many accolades include: WSI Web Awards, Search Engine Marketing Excellence, Web Analytics Excellence, three Mentorship Awards and National Franchisee of the Year for Africa.

Francois serves on the Advisory Council and is an elite member of the WSI President's Circle, a group of top performing franchisees who demonstrate excellence in Internet Marketing.

Francois is a certified Internet Marketing Consultant in South Africa

Digital Marketing – the complete plan for your business. Covers:

- [Online Lead Generation](#)
- [Online Brand Credibility](#)
- [Client and Prospect Communication](#)