

# Learn from the masters at Loeries Creative Week

Albert Einstein believed that "education is not the learning of facts, but the training of the mind to think." And training to think is the aim of the many and varied Masterclasses being offered at Loeries Creative Week, 22-25 August in Durban.

## LEARN FROM THE MASTERS

Book your tickets for the Loeries MasterClasses on Thursday, 22 August.  
More information about each class is available at [loeries.com](http://loeries.com)

**MASTERCLASSES:**

<p>10:00 - 13:00</p> <p><b>IT'S ALL ABOUT TELLING BETTER SOUTH AFRICAN STORIES</b></p> 	<p>10:00 - 13:00</p> <p><b>WHAT DO CMOs REALLY NEED FROM THEIR AGENCY?</b></p> 	<p>10:00 - 13:00</p> <p><b>ROCK YOUR PROFILE</b></p> 
<p>14:00 - 17:00</p> <p><b>OUR SHARED VALUE - A LINK BETWEEN PROFIT AND PURPOSE</b></p> 	<p>14:00 - 17:00</p> <p><b>ADVERTISING LEADING SOCIETY</b></p> 	<p>14:00 - 17:00</p> <p><b>CORE COMPETENCE AS A ROUTE TO BUILDING AN AUTHENTIC USP</b></p> 
<p>14:00 - 17:00</p> <p><b>THE BEST WAY TO BUILD A BRAND IS NOT TO TRY</b></p> 		





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Loeries Masterclasses take place on Thursday 22 August, 2019, with morning sessions from 10am to 1pm and afternoon sessions from 2pm to 5pm.

"Creativity has an incredible power to transform society," says Loeries CEO Andrew Human. "Advertising and brand communication inform opinions and create impressions, and the reality we present has massive repercussions."

Topics for the 2019 Loeries Masterclasses have been carefully chosen to elevate the creative and brand communications industries, to equip marketers and agencies to be leaders in society, to upend negative stereotypes, to be visionary, and ultimately, to tell better stories.

Loeries Masterclasses are only R430 each with the following topics:



*Anne Githuku-Shongwe, United Nations Global Development Leader*

## 1. Advertising leading society

**Panel:** Anne Githuku-Shongwe, Representative UN Women South Africa Multi-Country Office, and Sphelele Mjadu, Unilever Personal Care Senior Public Relations Manager for Africa (Dove)

**Topic:** Advertising is a powerful tool for all business. It is also a driver for the way women are viewed in society. The Unstereotype Alliance, convened by UN Women, seeks to eradicate harmful gender-based stereotypes in all media and advertising content, and will be discussing the topic together with Dove, a brand committed to inclusive representation in the media. Its Project #ShowUs has been hugely successful in assisting women to see themselves represented and celebrated.



*Suhana Gordhan*

## 2. Telling Better South African stories

**Panel:** Mathe Okaba, CEO of the Association for Communication and Advertising (ACA); Suhana Gordhan, Creative Director FCB; Loyiso Bala, Channel Director TBN Africa; Yaron Assabi, Founder and Director Digital Solutions Group; Shani Kay, Managing Director Regency Global

**Topic:** Brand South Africa wants you to share your stories in this interactive forum so they can identify inspiring stories that must be told and explore ways to tell them for the greater good in the world. This is the start of a new proudly South African creative collaboration with the goal to deliver distinctive work.

## 3. What do CMOs really need from their agency?

**Panel:** Journalist Joanne Joseph will lead a discussion with Sydney Mbhele, CMO of Sanlam; Andre Steyn, CMO Builders; Khensani Nobanda, CMO Nedbank; and Katherine Madley, Brand and Customer Director MassDiscounters.

**Topic:** CMOs from four of South Africa's leading large corporations will discuss the merits of insourcing agencies, outsourcing agencies, how many agencies to use and reveal what they really think of the agency model today and for the future. They will also explain what they are measured on and what boards expect.

## 4. The best way to build a brand is not to try

**Panel:** Deirdre King, GM brand Experience, Nando's in conversation with Tracy-Lee Lynch, Nando's Creative Director with Malibongwe Tyilo, Clout magazine editor and Thabiso Mjo, Designer at MashT Design Studios

**Topic:** Lessons from Nando's on authentic brand-building go way beyond huge effort and deep into the realms of authenticity and creativity. Come and hear how brands can create their own "fire and soul" to keep them motivated, to give them an edge and to keep their ears tuned into their people.

## 5. Rock your profile

**Speaker:** Stewart Samkange, LinkedIn Enterprise Relationship Manager for Team Africa

**Topic:** Learn how to connect to opportunity using the LinkedIn platform. Samkange will show you how to optimise your

LinkedIn profile and your story, what is important on your LinkedIn profile, how to build thought leadership through your voice on LinkedIn, how to gain knowledge and insights on the platform, as well as best practices.

## 6. Core competence as a route to building an authentic USP

**Speaker:** Allon Raiz, Founder and CEO of Raizorp

**Topic:** Many entrepreneurs know they need to create a USP but don't know how to build an authentic USP. Raiz, who is passionate about nurturing entrepreneurs and growing profitable businesses, will give you the steps to create a lasting USP that will genuinely differentiate you in the market.



*Abey Mokgwatsane, Vodacom Managing Executive*

## 7. Shared Value – a link between profit and purpose

**Panel:** Abey Mokgwatsane, Managing Executive Vodacom Brand & Communications; Adelaide McKelvey, former Group Sales and Marketing Director JCDecaux; Michele O'Hara, Honours & Postgraduate Diploma Programmes Vega School of Brand Leadership; Tiekie Barnard, CEO and Founder Shared Value Africa Initiative

**Topic:** Vodacom would like corporates to both create economic value and value for society, and will be encouraging brand leaders in the corporate and creative spaces to share their ideas on how we can all collectively use business know-how and services to change customers' lives for a better future.

Loeries Creative Week takes place from 22 to 25 August at the Durban ICC. For more information, and to book tickets for

Creative Week and the MasterClasses, go to [loeries.com](https://loeries.com).

## About Loeries Africa Middle East

The Loeries, a non-profit company, is Africa and the Middle East's premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

Culminating in the biggest creative gathering in Africa and the Middle East, Loeries Creative Week Durban brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work.

Our region's creative economy is world-class and has great potential to grow and to offer employment both to our talented youth. The growth occurring throughout Africa and the Middle East is very exciting, and a major focus of the Loeries is to increase the standard of brand communication in the region.

## Major Partners of the Loeries

DStv Media Sales, Gearhouse

## Category Partners

AB InBev, Barron, Brand South Africa, Dove, Facebook, Gagasi FM, Google, JCDecaux, Nando's, Tsogo Sun, Vodacom, Woolworths

## Additional Partners and Official Suppliers

AAA School of Advertising, Aon South Africa, Backsberg, BEE Online, Durban ICC, First Source, Fresh RSVP Guest Logistics, Funk Productions, Gallo Images, Grid Worldwide, Ludus Post Productions, Mama Creative, Newsclip, Paygate, Rocketseed, Shared Value Africa Initiative, Shift, Unstereotype Alliance, Vega School, VQI Communications Nigeria, Xneelo

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Association of Communication and Design, Brand Council South Africa, Commercial Producers Association, Creative Circle, EXCA, IAB, South African Institute of Architects, IID

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