

IAB SA introduces Bookmarks entry workshops

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Do you want to ensure your Bookmarks entries stand the best possible chance of scooping a coveted pixel at South Africa's most sought-after digital awards celebrating all things digital? Get out your diaries because this year, the IAB Bookmarks 2017 will run informative how-to-enter workshops.



Josephine Buys, the CEO of IAB SA, says, "For the first time in the history of the Bookmarks, we will be running workshops that break down the entry process and discuss what the judges will be looking for."



This is a welcome development for anyone looking to enter the Bookmarks. This year's awards have expanded to include the full remit of interactive excellence, so the workshops will also serve as a good introduction to the new crop of categories, including Gaming, Virtual Reality, Digital Installations and Activations, Internet of Things, Customer Experience Design and Dedicated Internet Streaming Services.

The workshops will take place on 18 October 2016 from 12h00 to 14h00 at Native VML in Johannesburg and Cape Town. The programme is as follows:

- 12h00-12h30 – Introduction by Jury President John Dixon on what is new with regards to the Bookmarks, including what has changed, new categories, key dates, venues, judging process, etc.
- 12h30-13h00 – Showcase by Jury Chairs Felix Kessel and Kerry Friend, on why previous gold winners won gold. This will include an overview of the one-pager, case videos and generally how to build an amazing case for your work.
- 13h00-13h30 – Content requirements by Loeries representative – overview of requirements, formats and run-through of the entry system.
- 13h30-14h00 – Q&A

Buys adds, "We look forward to engaging with marketers, publishers, agencies, creatives and innovators from all digital industries at these inaugural workshops."

Those in other cities will be able to get more information on entering the Bookmarks by visiting thebookmarks.co.za. Don't miss this opportunity to get valuable information to prepare your award-winning entries.

Email Loki at loki@iabsa.net to book your seat today!

About the IAB South Africa:

The Interactive Advertising Bureau (IAB) South Africa, formerly the DMMA, is an independent, voluntary, non-profit association focussed on growing and sustaining a vibrant and profitable digital industry in South Africa. The IAB South Africa represents the digital industry across all sectors including the media, the marketing community, government, and the public, and also acts as the channel through which international bodies can enter the South African digital market. The IAB South Africa currently represents over 200 members including online publishers, creative, media and digital agencies, brands, and educators, between them accounting for more than 43 million local unique browsers, and 1,267,802 page views. The IAB South Africa strives to provide members with a platform through which they can engage, interact, and address digital issues of common interest, thereby stimulating learning and commerce within the South African digital

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