

## Panel of experts to present at 'Winning Ways' event

Like it or not, South Africa is being overtaken by other emerging nations in the Cannes Advertising Festival medals race. A panel of experts who know how to create winning advertising is ready to pass on their secrets.



'Winning Ways' includes seven presentations with each speaker limited to 20 minutes, giving plenty of content and lots of opportunity for interaction.

- Jupiter Drawing Room founder, Graham Warsop: Sets the scene with insightful observations about the state of modern advertising.
- Mike Schalit, Net#work BBDO: Talks about the best South African ad campaign ever.
- Di Charton, CEO, Red & Yellow School: Forget the big 30-second idea and find out how to

integrate.

- Ahmed Tilly, Chairman, Black River F.C.: Shock Tactics - this is one way to get attention, but do shock tactics work?
- Barry Munchik, CEO, Velocity Films: How to compete on a small budget - trying to win awards in Cannes is like fighting a rocket launcher with a pea-shooter, but he knows a trick or two.
- Chris Gotz, creative chief, Ogilvy Cape Town: Where we got it right. The genius behind several South African successes in new media thinking.
- Jonathan Deeb and Kerry Friend, both Executive Creative Directors, Drafftcb: Off-the-wall thinking - have you hacked a hacker farm or made a badger tweet?

The conference is on February 25 at the Johannesburg Country Club, Auckland Park, and costs R850 per delegate. To book, email Tonya at [toat@mweb.co.za](mailto:toat@mweb.co.za) or call +27 (0) 83 379 8070.

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