

MONDAY

Creative Week Schedule

16 NOVEMBER

TRACK 1 - LOERIES PRESENTS

| TIME | NAME | TITLE | TOPIC |
|-------|-------------------|---|---|
| 13:00 | Fran Luckin | Loeries Chairperson, SA | Welcome |
| 13:05 | Katherina Tudball | Creative Director, Superunion London, UK | Visceral creativity |
| 14:00 | Rani Bisal | Executive Head of Business Optimization at DStv Media Sales, SA | SMarketing |
| 14:20 | Alan Kelly | CCO, Rothco, Ireland | The three ingredients needed to win an award |
| 15:00 | Jess Weiner | CEO, Talk to jess, USA | The business of belonging: how inclusivity evolved the world's most famous doll |
| 15:50 | DJ Set | | |
| 16:00 | Awards | | |
| | | <i>Out of Home - In partnership with Tractor Outdoor</i> | |
| | | <i>Out of Home Crafts - In partnership with Tractor Outdoor</i> | |
| | | <i>Print Communication</i> | |
| | | <i>Print Crafts</i> | |
| | | <i>Shared Value - In partnership with Vodacom</i> | |
| | | <i>Effective Creativity - In partnership with Sanlam</i> | |
| | | <i>Service Design</i> | |
| 16:50 | DJ Set | | |

TRACK 2 - LOERIES CONVERSATIONS

| TIME | NAME | TITLE | TOPIC |
|-------|---|--|---|
| 13:00 | Yetunde Ayeni- Babaeko's table, with Dr Rebecca Swift | Yetunde - Photographer, Nigeria Rebecca - Global Head of Creative Insights, Getty Images, UK | To be announced |
| 14:00 | Beverley Palesa Ditsie | Activist, Filmmaker, Speaker, SA | To be seen Effective representation Why i do what i do. |
| 14:20 | Lanre Adisa Yaa Boateng Jonah Otieno | Founder, CCO of Noah's Ark, Nigeria Creative & Brand Consultant, Ghana Founder of of 5ive Limited, Kenya | Do they know who we are?: A conversation on african creativity |
| 15:00 | Shelley Zalis Ronda Carnegie | CEO of The Female Quotient, USA Chief Innovation Officer of The Female Quotient, USA | #SeeHer |

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TUESDAY

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17 NOVEMBER

TRACK 1 - LOERIES PRESENTS

| TIME | NAME | TITLE | TOPIC |
|-------|---|---|---|
| 10:00 | House of Instagram | Hear from the Instagram Team, USA, SA and Regional | Celebrating 10 years of creativity on Instagram |
| 13:00 | Dr Rebecca Swift | Global Head of Creative Insights, Getty Images, UK | From the generic to the Intersectional: how stock is changing |
| 14:00 | Ramona Kayembe | Marketing Culture and Capabilities: Africa Zone, ABInBev, SA | Nurturing a culture of creativity |
| 14:20 | Till Hohmann | Chief Creative Officer Geometry, EMEA | To be announced |
| 15:00 | Nunu Ntshingila Aviv Weil | Head of Facebook, Africa Head of Facebook, Creative Shop, Africa | Beyond bias |
| 15:50 | DJ Set | | |
| 16:00 | Awards: <i>Digital Communication</i> <i>Digital Crafts</i> <i>Integrated Campaign - In partnership with ABInBev</i> <i>Media Innovation - In partnership with Barron</i> <i>Young Creatives - In partnership with Brand South Africa</i> | | |
| 16:50 | DJ Set | | |

TRACK 2 - LOERIES CONVERSATIONS

| TIME | NAME | TITLE | TOPIC |
|-------|--|--|--|
| 13:00 | Shai Evian Silke Bucker | CEO, Howler, SA Brand Director, Castle Lite, SA | Howler Webinar: We create an incredible amount of data, brands are currently doing fuck all with it! |
| 14:20 | Sindiso Nyoni | Graphic Designer & Illustrator, Zimbabwe | The future of advertising is black, female and healthy |
| 15:00 | James Barty Monalisa Sibongile Zwambila Sibusiso Sitole | CEO King James Group, SA CEO Riverbed, SA CEO The Odd Number, SA | Sanlam webinar: the importance of planning |

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18 NOVEMBER

TRACK 1 - LOERIES PRESENTS

| TIME | NAME | TITLE | TOPIC |
|-------|---|--|---|
| 13:00 | Top designers Global museum merchandisers Industry leaders | Various Designers | Creative colab brief: workshops to stock the Constitution Hill gift shop. |
| 13:00 | Iain Thomas | Poet and Creative Director, SA | Peak creativity |
| 14:00 | Andrea Mignolo | Leadership & Executive Coach for method + matter, USA | Transformation through design |
| 14:20 | Nate Mook | CEO, World Central Kitchen, USA | To be announced |
| 15:00 | Oriel Davis-Lyons | CCO, Spotify, USA | To be announced |
| 15:50 | DJ Set | | |
| 16:00 | Awards: <i>Radio & Audio</i> <i>Radio Crafts</i> <i>Student Awards - In partership with Facebook</i> | | |
| 16:50 | DJ Set | | |

TRACK 2 - LOERIES CONVERSATIONS

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| 14:00 | Swati Bhattacharya Jonathan Deeb | CCO FCB Ulka, India Former CCO of FCB Joburg, SA | Open chair: Swati Bhattacharya & Jonathan Deeb |
| 15:00 | Abey Mokgwatsane | Managing Executive of Brand, Communications and Sponsorships at Vodacom, SA | Shared Value |

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THURSDAY

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19 NOVEMBER

TRACK 1 - LOERIES PRESENTS

| TIME | NAME | TITLE | TOPIC |
|-------|---|--|--|
| 12:00 | Simon Wall | CEO of Tractor Outdoor | Tractor outdoor brief: create a campaign for the we the people movement using tractor's innovative industry leading electronic billboard technology. |
| 13:00 | Liron Lavi Turkenich | Independent typeface designer and researcher, Israel | Connecting letters, connecting ideas, connecting people |
| 14:00 | Mpho Phalane | Head Creative, Food I Love You, SA | Food connects hearts |
| 15:00 | Nicholas Hulley Nadja Lossgott | ECD, AMV BBDO, UK Joint ECD, AMV BBDO, UK | Change: why it is worth pissing some people off to make it right for so many more. |
| 15:50 | DJ Set | | |
| 16:00 | Awards: <i>Design</i> <i>Design Crafts</i> <i>PR and Media Communication</i> <i>Live Communication</i> <i>Marketing Leadership Award</i> | | |
| 16:50 | DJ Set | | |

TRACK 2 - LOERIES CONVERSATIONS

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|-------|--|--|--|
| 13:00 | Gareth Steele Judith Okonkwo Ingrid Kopp Brian Afande | Art Director at Eden, SA Founder, Imisi 3D, Nigeria Co-Director, Electric South, SA Co-founder and Managing Director, BlackRhino VR, SA | Perspectives on African immersive media |
| 14:00 | Jess Weiner | CEO of Talk to Jess, USA | Open Chair: Jess Weiner - Q&As with mentees |
| 15:00 | Xolisa Dyeshana | Chief Creative Officer, Joe Public, SA | Sanlam Webinar: Planning as a catalyst for success |

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FRIDAY

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20 NOVEMBER

TRACK 1 - LOERIES PRESENTS

| TIME | NAME | TITLE | TOPIC |
|-------|---|--|----------------------------------|
| 11:00 | Iain Thomas Workshop | Poet and Creative Director, SA | Living a creative life |
| 13:00 | Swati Bhattacharya | CCO, FCB Ulka, India | Q&A with Swati |
| 14:00 | Yana Buhner Tavanier | Co-founder and Executive Director of Fine Acts, Bulgaria | The key principles of playtivism |
| 14:25 | Alex Pineda | Creative Director, TBWA\ RAAD Dubai | Equality sucks |
| 15:00 | Dennis Lueck | CCO, Switzerland | "I found out that ..." |
| 15:50 | DJ Set | | |
| 16:00 | Awards: <i>Hall of Fame</i> <i>Film</i> <i>Film Crafts</i> <i>Grand Prix</i> <i>Overall ranking by Brand</i> <i>Overall ranking by Agency</i> <i>Overall Regional Agency Group</i> | | |
| 16:50 | DJ Set | | |

TRACK 2 - LOERIES CONVERSATIONS

| TIME | NAME | TITLE | TOPIC |
|-------|---|---|---|
| 13:00 | Cheryl Carolus Albie Sacks Robert Brozin Lwando Xasa | Activist and politician Freedom fighter and judge Founder, Nando's Constitutional lawyer | We the People |
| 14:00 | Januario Jano | Multidisciplinary visual artist, Angola | My life in a bag |
| 14:25 | Stuart Walsh | Chief Strategy Officer for Grey, SA | WPP Webinar: Behavioural Economics: Creativity, but not as we know it |
| 15:00 | Nicolette Mashile | Founder at Financial Bunny, SA | Sanlam webinar: what's your next move? |

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