

LOERIES CREATIVE WEEK MASTERCLASSES

4TH - 7TH OCTOBER 2022

04
TUE

iStore - For Meta or for Worse?

Tuesday 4 October 11:00 at the iStore, Queens Hotel V&A Waterfront

"FOR META OR FOR WORSE?"

Why the metaverse is the biggest opportunity in almost three decades (but then again, perhaps it isn't). Join the conversation lead by Mike Abel (Founding Partner & CEO, M&C SAATCHI ABEL)

05
WED

Instagram – Creators x Brands

Wednesday 5 October 09:00 – 12:00 at Harrington's

Instagram is hosting an exclusive Creators x Brands VIP lounge. Besides having the opportunity to hear from Meta experts first hand, and mingle around AR, VR and other fun activities, Creators will share tips on how to create thumb-stopping short-form videos with Reels School, and take a deep-dive into tips and tools for Creators to collaborate with Brands. This session is free but tickets need to be booked.

Creative Circle - The Future of Creativity, But first Coffee!

Wednesday 5 October 09:00 at the HomeComing Centre, District 6

"THE FUTURE OF CREATIVITY, BUT FIRST COFFEE!"

AI, VR, the metaverse, branded experiences. Where is this all going? Join Pete Khoury, Nkgabiseng Motau and Camilla Clerke from the Creative Circle for a quick dive into where this is all headed and what the challenges and opportunities are. It's the early bird session, so grab a coffee on your way in.

Red & Yellow - Making meaning of the Metaverse

Wednesday 5 October 11:00 at the HomeComing Centre, District 6

"MAKING MEANING OF THE METAVERSE"

Global insights on the future of marketing. Join Red & Yellow Creative School of Business Managing Director Verusha Maharaj as she shares insights on the future of marketing, the trends and topics that will shape the way we think and action marketing in the next frontier of the Metaverse and what this will mean for the creative industry.

Game – An Odd Game

Wednesday 5 October 13:00 at the HomeComing Centre, District 6

"AN ODD GAME"

How one powerful partnership is changing the Game. Hosted by Katherine Madley, Vice President of Marketing at Game and Sbu Sitole, Co-Founder and CCO of The Odd Number.



TICKETS ON SALE AT [LOERIES.HOWLER.CO.ZA](https://loeries.howler.co.za)



TikTok - The Magic of Authenticity

Wednesday 5 October 15:00 at the HomeComing Centre, District 6

"THE MAGIC OF AUTHENTICITY"

Welcome to a new age of entertainment, where realness, authenticity and imperfection are your new content currencies.

Time to tap into the platform that's got the globe scrolling.

Take a peek behind the curtain to see what tricks it takes to go viral, and discover that it's not all smoke and mirrors.

It's TikTok.

Let's get creating.



Red & Yellow - Global insights on the future of marketing: Student edition Masterclass

Wednesday 5 October 16:00 at Red & Yellow Bookings on redandyellow.co.za

Join Red & Yellow for an insightful discussion on the future of marketing, the trends, topics and opportunities that will shape the future of connecting across not only geographies but also different dimensions!



Drinks will be served on the Red & Yellow rooftop to round off the Masterclass and to allow for networking and great conversations to continue!

06
THU

iStore – Interactive Discussion – Making technology work for you

Thursday 6 October 14:00 at the iStore, Queens Hotel V&A Waterfront

Join this interactive discussion aimed at IT and Procurement departments. Making technology work for you. Maximum creativity and output with minimum cost. This session is an interactive discussion. Panelists include: Sudesh Pillay: GM of Store Enterprise discusses key aspects and learnings of digitising and mobilising your company. Robert Kroger: Apple Business Manager takes a deeper look at total economic impact of technology via the Forester reports and why this is relevant to SA business. Brett Kilpatrick: GM of Store SME Division and Institute of Advanced Cyber Defence focuses on tools to increase security, productivity and efficiency of SME's.



07
FRI

iStore – South Africa's Promise – our industry's role and potential

Friday 7 October 10:00 at the iStore, Queens Hotel V&A Waterfront

Join Phumi Mashigo as she unpacks what tools we have at our disposal to solve societal changes and how does communication and marketing offer solutions for our business, our clients and their customers. How do we inspire and empower our youth to be equipped to create a successful present and future.



iStore – How to Lead in a post-pandemic world

Friday 7 October 13:00 at the iStore, Queens Hotel V&A Waterfront

Join Nkanyezi Masango in the discussion of how the rules have changed since that fateful April of 2020. #WorkFromHome and the hybrid culture have become the norm. But the fundamental principles required to create magic haven't changed. What are the new ways of working we should embrace and what should we hang onto? Come and find out.



CREATE * MAGIC

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