

Loeries Creative Week 2023

Schools programme

Wednesday 4th October '23
Cape Town



LOERIES CREATIVE WEEK x TOUCH SOUTH AFRICA

Get in Touch Day Tour
Designed for High School Students

TOUCH
SOUTH AFRICA



LOERIES
AFRICA MIDDLE EAST

ABOUT THE LOERIES

As Africa and the Middle East's premier award that recognises, rewards, inspires and fosters creative excellence in the advertising and brand communication industry, winning a Loerie is the highest accolade for creativity and innovation across our region. The Loeries, a proudly not-for-profit company, promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of fresh thinking, innovative ideas and outstanding execution. The Loeries continues to grow each year, remaining the region's primary measure of creative excellence. The Loeries is a not-for-profit organisation.

ABOUT TOUCH

Touch South Africa is a non-profit organisation that aims to bring young creatives into the formal economy. Founded in 2016, Touch South Africa works to help close the gap. At the heart of our organisation is teaching skills, creating mentorship and knowledge sharing. We've hosted workshops with industry leaders in fine art, film direction, advertising, photography, fashion.



Loeries presents **GET IN TOUCH DAY TOUR**

The Loeries x Touch South Africa will host a one day experience for 50 young scholars from the Western Cape at The Loeries Creative Week. The day is designed to introduce scholars to careers in Brand Communications.

This one day experience will include workshops on the ins-and-outs of advertising and creativity, a tour of the Creative Week Expo, a meet-and-greet workshop with Students, young creatives and previous Bursary winners.

The day will end off with the scholars working on a creative brief from a brand.

The entire day experience will be hosted by the Loeries and Touch South Africa, who will be workshop facilitators and 'tour guides' through the expo. Every scholar will be encouraged to apply for a Loeries Bursary.

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Get in Touch Day Tour

A WORKSHOP ON THE ADVERTISING

9 am - 10:00 am

A practical workshop held by Touch on what are the ins and outs of Advertising

TOUR OF CREATIVE EXPO

10:00 am - 11:00 am

A fun, entertaining & engaging tour of The Loeries Creative Week Expo

BREAK LUNCH

11:00 am - 11:30 am

PANEL DISCUSSION

11:30 am - 12:30 am

Panel Discussion with previous bursary winners, current young creatives, & students

CREATIVE BRIEF THINK TANK

12:30 pm - 1:30 pm

Quick, fun task that allows for everyone to get involved & create an ad!

END WITH THE ANNOUNCEMENT OF BURSARY OPPORTUNITIES

1:30 pm - 2:00 pm

TOUCH
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WORKSHOP. TOUR. PANEL. BRIEF

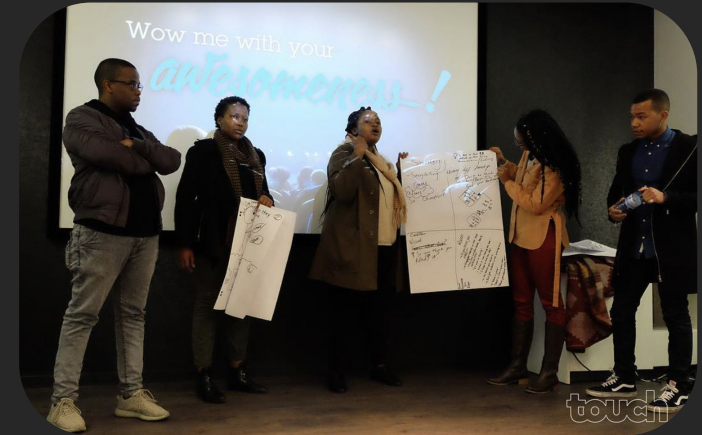
WORKSHOP ABOUT ADVERTISING

A PRESENTATION THAT INCLUDES:

- A view of the different departments (creative, strategy, suit, *production*)
- Iconic campaigns as references that resemble the final output
- Mention some of the different agencies
- A quick and easy workshop on selling yourself

PRESENTED BY

- Touch Team Members



WORKSHOP. TOUR. PANEL. BRIEF

TOUR OF THE LOERIES CREATIVE EXPO

- Split into smaller groups to have the tour be intimate
- Each Touch Team member will take a group through the tour
- Have a member at each stall give the students a breakdown of what they do
- Have cool engagement activities at each stall

INTERACTIVE GAME

- Have the students play a interagame answering different questions from each stall

TOUR GUIDE:

- A Touch Team Member



WORKSHOP. TOUR. **PANEL.** BRIEF

PANEL DISCUSSION:

- 2 previous Loeries bursary students
- 1 Previous Touch Up participant
- 2 current Loeries student finalist
- 2 current juniors in the industry

TOPIC

- “journey to creative industry”
- Looking at how people ended up where they are (different ways in)
- What the industry is looking for

FACILITATOR:

- A Touch Team Member

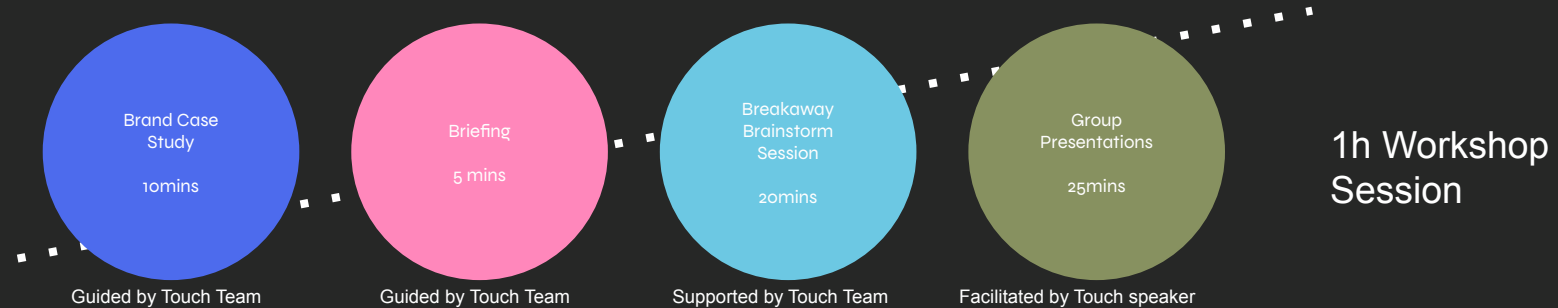


WORKSHOP. TOUR. PANEL. BRIEF

Purpose: To develop a practical group exercise that will inspire creativity and among delegates based on a brand case study or hypothetical business case.

Outcome: test your knowledge, practical engagement on basic marketing principles. Delegates are free to be as creative as possible with presentation to deliver impactful marketing campaign to the panel.

Tools: The Touch team will set up a brand kit on Canva to give delegates free access to campaign elements for their presentation. All workshop stationery will be supplied on the day for all participants.



WHAT YOU NEED TO KNOW:

- 10 scholars per school are invited
- A teacher must chaperone their scholars
- This is a full day programme - from 09h30 - 14h00
- Takes place on Wednesday 4th October
- The venue is the HomeComing Centre in District Six
- No transport is included
- Lunch and drinks are included
- Scholars will take home study notes

If you would like to participate in the day please contact suzie@loeries.com / helen@loeries.com

All information on loeries.com

THANK YOU

