

# Profit and purpose - uneasy bedfellows?

Issued by [Loeries](#)

30 Jul 2018

You have the opportunity to choose from 8 (4 in the morning and 4 in the afternoon) [Loeries MasterClasses](#) on Thursday, 16 August, to learn from leading brand communicators.

For consideration is a MasterClass on Shared Value that discusses how the right strategy can reconnect profit and social progress, co-hosted by [Shared Value Africa Initiative](#) and [Discovery](#).

## What to expect

- How your organisation and the brands you represent can contribute to bringing about change at scale.
- Is there a way to make money and address a societal issue?
- Hear how 2017 Shared Value Loeries Gold winner Safaricom made shared value work for them – Safaricom is contributing 6% to the Kenyan GDP and they changed 25 million Kenyan lives through their M-Tiba campaign.

## Target audience

- Marketers
- Brand Managers
- Agency Creatives
- Senior Level Decision Makers: including CEOs / CMOs / CFOs / COOs / ECDs / Strategists

## When

### **Loeries Creative Week**

Thursday 16 August

Durban ICC

2pm – 5pm

## Presented by



**CINDY LANGEVELD**

Director & Co-founder  
Shift Social Development &  
The Shared Value Africa  
Initiative (SVAI)



**DINESH GOVENDER**

Chief Executive Officer  
Discovery Vitality & a member of  
the Discovery Executive Committee



**SANDA OJAMBO**

Head of Corporate Responsibility  
Safaricom (Kenya)



**TIEKIE BARNARD**

Chief Executive Officer & Founder  
Shift Social Development &  
The Shared Value Africa  
Initiative (SVAI)



## Other MasterClasses on offer

- **Accenture**

- Put experience at the centre of your organisation.

- **Gagasi FM**

- uDarkie, the evergreen economic driver.

- **Goliath and Goliath**

- What's your story: Steps to build a personal brand.

- **2 x Google**

- The unskippable future of advertising.

- Data-driven creative.

- **Raizcorp**

- Are creative entrepreneurs born or made?

- **Women in Marketing**

- Female representation and the media - who controls the narrative.

South African agencies: [the Seminar](#) and [MasterClasses](#) can be claimed as Informal Training in the B-BBEE Codes of Good Practice.

For more, visit: <https://www.bizcommunity.com>