

OLC presents Live In The Next

Experiential agency OLC launches a brand new, innovative incubator session.















On 19 October 2017, OLC hosted the first of a series of informative sessions titled Live In The Next. Hosted in the Johannesburg headquarters of the agency, the by- invite- only event was attended by industry shapers and taste makers from in and around Johannesburg. The guest of honour and keynote speaker was editor, columnist, strategist and globally recognized speaker Toby Shapshak. The topic of the evening, "The future of work, and why we are so change averse"- a look at the evolution of how people work and the psychi behind our adaptation and reluctance toward these.

The Live In The Next are quarterly informative sessions that give corporates and creatives alike an opprtunity to hear from industry experts and leaders, in their respective disciplines.

- " Sparletta brings the taste of home to every meal as *Uzalo* stars takeover KwaMashu Shoprite 10 May 2024
- " Offlimit Communications celebrates 20 stellar years of innovation and success in TTL marketing 9 May 2024
- " International rugby player, Eben Etzebeth teams up with Bayer as an ambassador for Berocca in South Africa 26 Feb 2024
- " Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma 21 Feb 2024
- " Coke Studio brings 'real magic' to the neighborhood 7 Dec 2023

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OLC Through The Line Communications is an award winning experiential marketing agency that aims to move businesses and brands forward.

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