

# Facebook to host its first ever African Hackathon at Loeries 2014

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As part of Loeries Creative Week Cape Town, Facebook will host its first Creative Shop Hackathon in Africa on Thursday, 18 September. A Hackathon is a workshop where teams collaborate to solve real-world business problems, usually while working against a tight deadline.

Designed specifically for young creative designers with one to two years of experience, the workshop offers the opportunity to work on a real creative brief for the [Loeries Creative Future Scholarship](#), with winners announced at the end of the workshop. The Hackathon is limited to 40 participants and will take place between 10am and 4pm at Southern Sun The Cullinan Hotel in Cape Town. *Book now at [loeries.com](#) for this free workshop - space is limited.*

In addition to offering winners free credit to bring their idea to life, Facebook will provide an educational session showcasing award-winning work as well as the latest developments from Facebook HQ on tools and systems being developed specifically for Africa.



Rob Newlan

The Hackathon will be overseen by Rob Newlan, Head of Facebook Creative Shop Europe, Middle East and Africa. As the head of a team of creative directors, strategists, entrepreneurs, and technologists, Newlan focuses on building creative ideas through a combination of art and science. Before joining Facebook four years ago, Rob spent his career working at Coca-Cola, Diageo and Unilever. Rob will also be speaking at the DStv Seminar of Creativity during Loeries Creative Week Cape Town on 19 September.

"Facebook is a platform that works best when creatives market for people, rather than at them," says Newlan. "In this workshop, we hope to show how social media allows brands and creatives to play a powerful and positive role in people's lives by engaging with them in imaginative ways. We'll also explore some of the great ways Facebook enables brands to forge close relationships with consumers."

On the heels of the announcement of five finalists for the Loeries Creative Future Scholarship and a pan-African tour by Loeries CEO Andrew Human to share some of the best work from the continent's creatives, the event is an example of the growing opportunities available in the region's creative economy.

"On our visit to five African countries we heard from locals about their desire to be recognised for their creative output and potential," adds Andrew Human, CEO of The Loeries. "The Hackathon hosted by Facebook is one of many opportunities emerging for young people to excel in the brand communications industry."

Visit [loeries.com](#) to book your seat now.

## About Loeries Creative Week Cape Town

Loeries Creative Week Cape Town takes place from 15 to 21 September, 2014. Included in the week are the Adams & Adams Student Portfolio Day and the DStv International Seminar of Creativity. For more information visit [loeries.com](#).

### Key dates to remember:

- Loeries Creative Week Cape Town: 15-21 September

- DStv Seminar of Creativity 2014: 19 September
- The Loerie Awards Ceremonies: 20-21 September
- Ticket Sales for Creative Week are open
- For more information go to [loeries.com](http://loeries.com)

## **Major Partners**

The major partners of the 2014 Loeries are DStv Media Sales, the City of Cape Town, Western Cape Government and Gearhouse South Africa

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## **Important Loerie dates to diarise in 2014:**

### **Loeries Exhibition Venues**

Tshwane University of Technology, Pretoria: 25 - 29 August  
 Cinemark, Cape Town: 17 - 21 September  
 Concept Interactive, Cape Town: TBC

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