

Primedia Unlimited ventures into education

In an endeavour to develop black advertising talent, touch-point advertising media conglomerate Primedia Unlimited is contributing R250 000 and 110 hours of tutorial time to the Imagination Lab. The mission of each of the five colleges is to attract and train young black talent into the advertising, design and communication industries.

“Each of the advertising companies in Primedia Unlimited experience difficulty in discovering qualified young creative talent and when the opportunity arose to support Imagination Lab, we created a special fund for the venture,” says Primedia Unlimited CEO Ken Varejes.

“Thirty two of the learners participating in the 12-month course will have an opportunity to spend their holidays circulating among our companies to gain first hand experience in the media owner world. At the end of the course, we may be able to place some of these learners in our subsidiaries.”

Registered with SAQA

The course is registered with SAQA as a Level 4 Certificate in advertising and is structured in line with current educational trends, integrating theoretical training and intensive practical application.

“Apart from offering ground level training, the Imagination Lab will also coach essential practices needed in today's workplace such as presentation skills, research, work ethics and professionalism,” says Varejes.

Recently launched, the fifth Imagination Lab is situated in Diepkloof Soweto as a collaboration between Vega The School of Brand Communications and the Funda Centre. Other labs can be found in Alexandra, KwaZulu-Natal, Sandton and Westville in Johannesburg.

Primedia Unlimited subsidiaries which have contributed towards the fund are X/procure, The Letter Corporation (TLC), Icon Media, Mamba Media, Wideopen Platform, Primall Media and Primedia Lifestyle.