

# "Spectacular overkill"

Issued by [Bright Talks](#)

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Come and see Alistair King in action at the next Bright Talks, 6 March, as he takes you through his talk "Spectacular overkill".



Alistair is co-founder and chief creative officer of King James Group. He's been making ads for 25 years now, so can probably be called one of the old bullets of the industry. He was named Adfocus Agency leader of the year in 2008 and has been ranked the No1 creative director by the Creative Circle on numerous occasions. His greatest achievement however have all been in the last six months; taking a sabbatical, growing a beard, starting a book and becoming a dad.

The program for the next talk is as follows:

5.30pm: Guests arrive  
5.45pm: Ross Chowles: The Ad World: then and now  
6.15pm: Simon Mantell: Opportunity is everywhere  
6.45pm: Alistair King: Spectacular Overkill  
7.15pm: FINISH



Tickets for the Bright Talks event on the 6th March are available for sale through the website [www.brightday.co.za](http://www.brightday.co.za). Tickets cost R250 per attendee for the talk. The talk will be held at Bright Creative Space at 354 Albert Road, Woodstock (across the road from The Old Biscuit Mill). Drinks will be available for purchase.

Further information on Bright Talks can be found on the website, or by emailing [joanne@brighttalks.co.za](mailto:joanne@brighttalks.co.za).

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