

Bright Talks: Sold out success

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Cape Town has responded so positively to the Bright Talks concept, welcoming Alistair King and Simon Mantell to the podium last Thursday night. The talk was hosted at Bright Creative Space and was a sold-out event.



Ross Chowles opened the talk and focused on the evolution of the advertising industry. The key message of his talk was to remain flexible and adaptable in an ever changing world.

Simon Mantell spoke about his journey as a businessman and brand custodian. He shared his view that opportunity lies with the smaller business owners.

Alistair King ended off the evening with a talk titled 'Spectacular Overkill', inspiring the audience to strive for brilliance.

Due to the popularity of the event, the team at Bright has decided to bring you another talk at the end of March before April madness takes root. The next Bright Talk will take place on 26 March. Ross will share the stage with Chris Gotz, chief creative officer at Ogilvy & Mather, Gerjo Hoffman from WeChat.

The program is as follows:

5:30pm: Guests arrive
5:45pm: Ross Chowles: Getting naked
6:15pm: Gerjo Hoffman: WeChat changing communication
6:45pm: Chris Gotz: From storytelling to storymaking
7:15pm: FINISH

Tickets for the Bright Talks event on 26 March are available for sale through the website www.brightday.co.za. Tickets cost R250 per attendee for the talk. Drinks will be available for purchase at the talk.

Further information on Bright Talks can be found on the website, or by emailing joanne@brighttalks.co.za

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