

Brand x Culture conference in Johannesburg in November

Engagement Now will present the Brand x Culture Conference at the Alex Theatre in Braamfontein from 5-7 November 2014, as a forum to explore brand and culture collaboration opportunities.

There is a need in the industry for someone to bridge the gap between how brands want to position themselves and how culture creators want to grow and make money. The conference aims to do this by bringing together brand custodians and culture creators over two days of engagement, learning and discussion.



Globally relevant

The event's co-founder, Joey Khuvutlu, says, "The world is getting smaller daily and it is essential for brands to be globally relevant, even when it comes to hyper-local activities. South Africa and the rest of the African continent have long been disconnected from the

global conversation concerning culture and its true value. It's time for that to change.

"In order for that to happen, brands and cultural players both need to be relevant, engage authentically and create real value in the market place. This conference will get them all around a table and in front of major international experts."

Engagement Now curator and co-founder Hardy McQueen, adds, "We developed Brand X Culture as a way to address the serious need for a formalised and informative platform that would bridge the gap between brands and the cultural industry."

Get your tickets

The international and local speakers have been selected for both their experience and their willingness to push boundaries and successfully operate in a shifting environment. The conference topics have been chosen for their current relevance and the speakers will be focusing on showcasing the lessons and knowledge from both an international and local perspective. The speaker line-up will be announced in September 2014.

Tickets for the conference are available now at a cost of R3785 per person for full access and R1785 for access to everything aside from main stage talks. There is an early bird discount offer, which is R3217.25 and R1428 respectively for tickets purchased by 15 September 2014.

For more information, go to <http://engagementnow.evolero.com/registration/start>.

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