

Bringing you the best of the One Show, live from New York! - 8 May 2017

BY LEIGH ANDREWS



It's a big week for the industry, with the One Club's [One Show Creative Week](#) kicking off in New York today. In addition to the two main award nights this week, our roving reporter Ann Nurock will be providing feedback from the ADC's 96th Annual Awards taking place this evening, as well as The One Club Young Ones Awards, The One Club Creative Summit and a handful of exclusive interviews. Keep an eye on our [special section](#) for the latest updates, like my interview with FCB Africa's creative director Suhana Gordhan on [judging the One Show's direct marketing entries](#) and how diversity forms a golden thread through all the One Show touches...

Keeping with international award news, Cannes Lions is next on the calendar, taking place in June, with [10 South African creatives](#) elected as jurors across the various panels. Keep an eye out for the judges' feedback and more of Nurock's live reporting in just a few weeks' time.

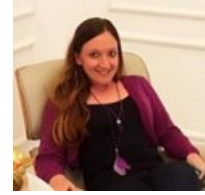
On the local award front, Prisa announced the winners of the [20th annual Prism Awards](#) at The Park House of Events On 7 in Johannesburg this past weekend, following its two-day annual conference. Danette Breinbach attended and noticed a [rise of independents](#). You can also click [here](#) for more on [lifetime achiever Sej Motau](#) and his career of giving back to the industry [here](#) for more on the overall gold campaign winner of the year and what it says of the [future PR agency model](#) and [here](#) for the first of our conference feedback, with Jessica Tennant sharing a glimpse into the [online newsroom](#), from Marion Scher's perspective.

We also have highlights and insights of the [AdForum Worldwide Summit 2017](#) from IAS CEO Johanna McDowell. Held at the end of April, IAS represented South Africa for the ninth consecutive year, with more than 40 international consultants visiting more than 25 agencies during Summit week.

In addition to this, we have exclusive interviews with all of SA's [D&AD winners](#) and May is [#AfricaMonth](#) here on Biz, so you can expect interviews and commentary on continent-wide innovation over the next few weeks.

Pour a cup of something warm to ward off the chill and get reading!

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an [#Inspiring50](#) 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s [#Bookmarks2020](#) Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 13 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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