

Top speakers at the Loeries Creativity Seminar

Creative leaders from around the world will be speaking at the DStv Loeries Creativity Seminar on 19 September, offering compelling insights into the link between creativity and the impact on business results.



Headlining the day is Rob Newlan, Facebook Creative Shop's Head of Europe, Middle East and Africa. Two of the hottest trends in marketing communication today are data and storytelling, and Rob is an expert in bringing together both.

Another key speaker is Unilever Nigeria MD Yaw Nsokrah. After starting his career 20 years ago as a shift leader in the factory in Unilever Ghana, Yaw has worked in diverse markets across Europe, Asia, South Africa and East Africa. He will be speaking at the Seminar of Creativity about Afrocentric approaches to marketing.

Other speakers

- Patrick Baron - McCann Australia's Executive Creative Director
- Arno Lindemann - Chief Creative Officer of Lukas Lindemann Rosinski
- PJ Pereira - CEO and co-founder Pereira and O'Dell, San Francisco
- Stephen Doyle - Creative Director, Doyle Partners, New York City

- Ali Ali - Cannes gold-winning commercials director and former Executive Creative Director and Founder of Elephant

To book for the DStv Seminar of Creativity, click here: [Loeries Creative Week Cape Town](#).

Single night tickets for the Awards evenings are now available on the Loeries website for you to customise your Loeries Creative Week Cape Town experience. Book seats for either Saturday or Sunday awards ceremonies, or for both; the Awards tickets also give you access to the Channel O Party on Sunday evening. These new tickets compliment the packages already available.

For the first time, all registered delegates will receive a complimentary one-year access to the [Loeries Archive](#).

For more:

- Bizcommunity search: [Loeries](#)
- Official site: www.loeries.com
- Google News search: [The Loeries](#)
- Twitter search: [Loerie Awards OR "The Loeries" OR Loeries2014 OR "Loerie Awards 2014"](#)
- Facebook: [The Loeries page](#)
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