

Sunday Times Generation Next Awards gear up for 10 June

The annual Sunday Times Generation Next Awards will be announced on Friday 10 June 2016, when South African youth, aged 8-22, determines South Africa's 'coolest brands'.

The organisers, Times Media Events (TME), have announced new additions to the Sunday Times Generation Next Youth Marketing Conference line-up and highlight brands that will be hosting activations at the Interactive Showcase preceding the Awards event and Youth Party at the Sandton Convention Centre.



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South African model and actress, Pearl Thusi has joined the line-up of speakers at the conference, where she will share her experience of building a personal brand – which should provide an insightful celebrity point of view.

Other speakers and panellists include Don Packett, Jason Levin, (MD, HDI Youth Marketeers), Justine Cullinan (station manager, 5FM), Arye Kellman (show host and creative director, CliffCentral), Pete Khoury (creative director, TBWA/Hunt/Lascaris), Uno de Waal (publisher, Between 10and5), Sylvester Chaulke (chief architect, DNA Brand Architects), Dan Calderwood (head of multimedia, Times Media), Happy Ngidi (CMO, ProudlySA), Khathutshelo Ramukumba (CEO, National Youth Development Agency), Bongumusa Makhathini (head of public policy and strategy integration at SAB) and popular

lifestyle blogger Twiggy Moli.

Panel discussions will be hosted by media personality Jeremy Maggs, SAfm talk show host Naledi Moleo, and Pepsi Pokane, MD of Bonngoe Productions.

The 2016 Interactive Showcase is also expected to deliver engagement for youths and their parents, through a series of exciting activations. Partners include: *Sunday Times*, HDI Youth Marketeers, Proudly South African, You Decide, SABC1, Dark & Lovely, Mnet Movies, Pringles, Converse, Super C, Volkswagen SA, The Walt Disney Company Africa, BOUNCE, Boston City Campus & Business College, Eucerin, Bakers, Lucky Star, Lumi, DEALHOUND and Vth Season.

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