

# 27 speakers confirmed for Nedbank Digital Edge 2014

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*"87% of global consumers believe that business needs to place at least equal weight on society's interest as on business interest"*

The countdown has begun for this year's annual Nedbank Digital Edge Live, 30 September 2014 at Vodadome, Midrand, with the announcement that 27 top local and international speakers will take part in this dynamic "un-conference".

This year's theme, "Go Do Good", focusses on the shift towards purpose-driven work and how brands position themselves within this paradigm. Hosted by journalist and media personality, Jeremy Maggs, South Africa's largest digital marketing event will unpack through a series of talks and lively debate, how brands, marketers and agencies can leverage the power of purpose driven communications and technology to inspire deeper relationships with consumers.

Now in its sixth year, the Nedbank Digital Edge Live has always welcomed inspiring international speakers as well as a host of local thought leaders. This year, the show will host Tom Kelley, partner at IDEO and best-selling author of the *Art of Innovation and 10 Faces of Innovation*, and Rory Sutherland, Executive Creative Director and Vice Chairman of Ogilvy One London and Vice Chairman of Ogilvy & Mather UK.

The line-up comprises a diverse mix of speakers from brand, agency and the social entrepreneurial sphere and include the likes of Arthur Goldstuck (World Wide Worx) , Pete Case (Gloo) , Luvuyo Mandela (Tyathumzi Advisory), Andrew Human (Loeries), Emma Kaye (Bozza), Jamie Brighton (Adobe) and Pepe Marais (Joe Public).

The Nedbank Digital Edge Live offers real and diverse perspectives that will provide delegates with strategic insights and meaningful takeouts that they can take into their businesses. It promises to be a thoroughly entertaining and high-paced programme for delegates as well as providing great network opportunities, refreshments and live music throughout the day!

In an age where 87% of global consumers believe that business needs to place at least equal weight on society's interest as on business interests, can you afford not to get in on the conversation?

For a full list of speakers, visit the Nedbank Digital Edge Live website: [www.thedigitaledge.co.za](http://www.thedigitaledge.co.za).

## Event Details:

30 September, 2014

Vodadome, Midrand

11am - 6pm (registration opens at 10am) Full ticket price: R1200 p/p ex vat

- Block bookings: R1000 p/p (applicable for bookings of 10 delegates and up)
- Delegates can look forward to:
  - Access to over 15 leading local experts in advertising, marketing and branding
  - First hand insights from two international speakers, Tom Kelley and Rory Sutherland
  - A thoroughly entertaining and high-paced programme of robust talks, case studies and stimulating discussion that will leave you informed and enthused
  - Network opportunities post the event
  - Refreshments
  - Live music
  - Wifi

- Secure parking
- Incredible value for money

Website: [www.thedigitaledge.co.za](http://www.thedigitaledge.co.za)

For more, visit: <https://www.bizcommunity.com>