

Bright Talks launches in Cape Town

The launch of a new series of events, called Bright Talks, based on the TEDx concept and aimed solely at the marketing industry, begins on Thursday, 25 July 2013, at the Kirstenbosch Gardens conference centre in Cape Town.



The brainchild of Jupiter CT founder and ECD, Ross Chowles, the first talk will feature Gavin Levisohn, Graham Warsop, Ravi Naidoo, Margaret Jenks and Chowles.

The talk will cover a variety of topics, including insights into spending budget wisely; maximising sponsorship; and contextualising research. In addition, the talk will also cover more left field and unexpected topics, including insights into human nature and 'getting (metaphorically) naked'.

Exclusively marketing

"I looked to TED Talks for inspiration and, like them, I want these events to stimulate, educate and inspire. However, while TED topics are broad, Bright Talks will be exclusively for the marketing industry," explains Chowles. "I want people to leave as different people."

The talks will be aimed at anyone who works in the marketing department of a company or in an advertising/design agency, and promises to "teach the lessons they never taught you at AAA, Vega, Red & Yellow, UCT or GSB."

Chowles envisions that Bright Talks will continue to grow as a brand and will eventually become synonymous for presenting enlightening and engaging content from a number of different sources and speakers.

Tickets, at R2600 per person, include lunch, mid-morning and afternoon teas and coffees and are available from www.brighttalks.co.za.

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