

Wayne Bishop on Dubai Lynx Media jury

As the Middle East and the North African (MENA) creative community come together at Dubai Lynx on 6-8 March 2016, South Africa's Wayne Bishop will attend the festival and sit on the Media Jury.



Bishop, who completed a B.Com degree at University of Johannesburg in 2003, is the MD of Omnicom Group's PHD and is thrilled to be judging the competition this year. "We have always thought of the Middle East as the oil rich, social-glamour mecca of the modern world. However, since being exposed to this type of communications work through Dubai Lynx in 2014, it turns out to be a region containing everything from prosperity and pizzazz on the one end to trials and travesty on the other. If Dubai Lynx got me interested in the region as a curious professional, then the Loeries hammered home the point of just how dynamic the skills coming out of the desert are.

"Going over as a judge will not simply be an additional line that I can add to my CV, I am also going as a student. I am going to see what I can learn and bring back to South Africa. I am going to benchmark my career against the festival and re-build it from the ground up. I am also going to see stuff I have never seen and that is the most important aspect to creativity," he concludes.

For more information, go to www.dubailynx.com.