

Standard Bank Youth Expo

The Standard Bank Youth Expo will be held on 6-7 August at the Sandton Convention Centre. Designed and organised by BrandedYouth in partnership with Standard Bank and WeChat.

Issued by BrandedYouth 6 Jun 2016



Theme

"Building Strong Foundations... Housing Your Ambitions"

Key Pillars

Engage: Educate: Empower

Designed to be the most interactive and engaging expo for South African Youth in 2016

The future of South Africa rests in the hands of the youth, however despite this huge responsibility, the high rate of unemployment, harsh entrepreneurial conditions, coupled with the difficulties of accessing information regarding bursary programs and internships continues to dominate as an area of great concern for most public and private organisations.

"After communicating with different stakeholders all with the same need to **engage, educate & empower** the youth, BrandedYouth as a 100% youth agency fully run by the youth themselves, with all Directors and employees under the age of 35 years, saw the need to develop a platform that purely addresses youth needs and concerns, thus giving rise to **The Standard Bank Youth Expo and The Youth Empowerment Conference TM**". **Bradley Maseko: MD BrandedYouth.**

More than just educating and empowering the youth, the Standard Bank Youth Expo creates a platform whereby brands and organisations can also showcase the relevance of their products and services to the youth.

Exhibitor Categories

The following are some of the categories that will be exhibiting in 2016

- *Entrepreneurship
- *Educational Institutions
- *Small Business Development
- *Communications & Technology
- *Graduate Recruitment
- *Health & Beauty
- *Bursaries & internship programs
- *Social Awareness Brands
- *Youth Foundations
- *Transport & Automotive

Floor Space

Floor space is limited to only 60 exhibitors

9 Square meters: 30 Stands available

18 Square meters: 20 Stands available

36 square meters: 10 Stands available

To secure your floor space today email: expo@brandedyouth.co.za

Youth Empowerment Conference

The Conference will run concurrently with the Standard Bank Youth Expo, providing general insight, educational, career and life advice to the youth.

The speakers will be 16 youth individuals, all aged between 16 and 34 and doing exceptionally well in their respective fields.

There will be four categories/sectors and each will have two speakers.

Four categories per day with each category hosting 400 youth

Therefore 1600 will attend the Youth Empowerment Conference youth per day:

Media & Entertainment (400 Youth)

Business & Entrepreneurship (400 Youth)

Finance & Accounting (400 Youth)

Engineering & Technology (400 Youth)

The speakers will be identified and voted for, by the youth themselves.

(Using WeChat as platform to vote for speakers)



Exhibitor Registration

email: expo@brandedyouth.co.za

office: +27 11 326 5108

mobile: + 27 72 853 7011

website: www.brandedyouth.co.za

Youth Registration

Youth can attend the Standard Bank Youth Expo at no cost but registration is compulsory. For youth registration: send (name, surname, age, name of educational institution) to

email: sbyouthexpo@brandedyouth.co.za



Sponsors



Standard Bank South Africa



WeChat

Organiser

BrandedYouth

A 100% youth agency with all Directors & Employees under 35 years
Facilitating relationships between Brands & The Youth Market

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