

# TBWA Africa Conference kicks off, telling African stories

Issued by [TBWA](#)

28 Nov 2017

The TBWA\ annual Africa conference taking place in Durban this week, from Tuesday, 28 November to Thursday, 30 November, has attracted delegates from 29 countries on the continent and further afield...

This year's theme is 'Telling African Stories', with thought leaders such as TBWA Worldwide president for Central & Eastern Europe, Middle East & Africa, Cem Topcuoglu; regional head of Digital and Innovation for Africa and Middle East, TBWA, Noah Khan and Ketchum's partner and chief engagement officer, Stephen Waddington sharing their insights on the topic.



TBWA's director of Africa Operations, Graham Cruikshanks says discussions at the conference will focus on the importance and power of African storytelling and its ability to create local influence and behavioral change. "As human beings, we connect through stories and this connection is made stronger when we reflect the culture of our society.

"With more than 100 delegates expected from all over Africa and as far afield the Middle East, Germany, Turkey and Cyprus, we will be exploring the different ways that stories help us connect with those we wish to influence on an intimate and cultural level," he adds.

The conference is exploring the essential need for a greater focus on African storytelling, and covering the new ways that storytelling is influenced by technology and the different digital ecosystems that dominate our world. "As communicators who's job it is to locate and involve brands in modern culture, we will also be focusing on how to cultivate our own story, ensuring TBWA\ Africa remains relevant in a 21st Century Africa," Cruikshanks says.

For live updates, follow [#TBWAAfricaConference](#) and [#TellingAfricanStories](#) on [Twitter](#). View the gallery [here](#).

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