

TBWA\ Africa Conference 2019

Issued by [TBWA](#)

6 Nov 2019

TBWA\ recently hosted its annual #TBWAAfricaConference, bringing together 47 offices from 28 markets across the continent. Under the theme of #DISRUPT, the African collective gathered to share insights on techniques and trends to explore creativity as a growth engine and to analyse innovative approaches in disciplines such as 4IR and technology in Africa.

“We plan to maintain momentum into 2020. Affiliates are building volumes by providing more services in each market while exploring cross-border opportunities,” says Graham Cruikshanks, Director of Africa Operations.

The sessions included thought leadership from within the top-ranked network such as John Hunt (Worldwide Creative Chairman), Ulrich Proeschel (Vice President of Business Development) and Noah Khan (Regional President of Digital and Innovation for Africa and the Middle East).

[View the full gallery of images.](#)

- " **TBWA\Hunt Lascaris finishes 'stronger' at D&AD Awards** 28 May 2024
- " **Yellowwood looks forward to the 20th anniversary of GenNext** 18 Apr 2024
- " **TBWA\SA's dominant performance at Creative Circle awards** 22 Mar 2024
- " **Business travel is hard. City Lodge has just made bedtime easy** 18 Mar 2024
- " **Riky Rick Foundation 3rd in Africa and the Middle East** 22 Feb 2024

TBWA



We develop business-changing, culture-defining and award winning ideas for brands. Ranked in the top 3 regional networks in Africa and consistently in the top 10 global agencies.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)