

# Loeries' programmes hot up

Loeries Creative Week Cape Town 2014, taking place from 15-21 September, is the continent's premier annual creative hub.

This year there is something to inspire, invigorate and energise everyone. Delegates at Africa and the Middle East's biggest celebration of creativity will:

- Learn from global creative leaders how they develop breakthrough ideas
- Hear the latest thinking from Facebook and Unilever
- See the best new work across the whole brand communication industry
- Be inspired by the collective energy of over 4000 members of the industry gathered in the 2014 World Design Capital

## Week's events

This year's work will be judged from Monday 15 September, with finalists being announced every day. For delegates, the action starts on Thursday, 18 September, when the Loeries Expo and registration opens. Specials guests will also get to rub shoulders with the judges at the Egg Films Judges Wrap on Thursday evening.



On Friday morning, 19 September, you can take your place at the highly anticipated DSTV International Seminar of Creativity that features a line-up of international speakers.

- Facebook's Rob Newlan
- Unilever's Yaw Nsarkoh
- McCann Sydney's executive creative director, Patrick Baron
- Arno Lindemann, the chief creative officer of Lukas Lindemann Rosinski;
- PJ Pereira, CEO and co-founder Pereira and O'Dell, San Francisco;
- Stephen Doyle, creative director, Doyle Partners, New York City
- Ali Ali the acclaimed commercials director from Egypt and former executive creative director and founder of Elephant.

The unmissable Chairman's Party - brought to you by YFM for the first time, rounds off Friday night. The beats there will resonate through the rest of the weekend and set the tone for a celebration of truly African innovation.

On Saturday morning, 20 September, meet the industry's top rising stars at the Adams & Adams Student Portfolio Day at City Hall, where you will still have a last chance to visit the Loeries Expo. Then head off to the V&A Waterfront for the Unilever Brunch, as well as a host of other agency functions. The red carpet will be ready and waiting from 5pm at the Cape Town Convention Centre (CTICC). Delegates will be accompanied by live music, canapés and cocktails. After the excitement of the first Awards ceremony, ticket-holders will enjoy exclusive access to Saturday Night on Long, which includes late-night VIP events along Cape Town's Long Street, as well as exclusive 'by invitation' industry events.

Sunday 21 September is the culmination of the awards. Delegates will have a chance to rest or explore the Mother City before donning black tie for the final awards evening, which starts at 5pm. Those who are not in the auditorium at the CTICC will be able to follow all the action via the live relay. Celebrations will culminate in the Channel O Party at Shimmy Beach Club, which was a hit last year.

Seating is limited and tickets are sold out long before the event, so get your tickets early to avoid disappointment. [Click here to book.](#)

**For more:**

- Bizcommunity search: [Loeries](#)
- Official site: [www.loeries.com](http://www.loeries.com)
- Google News search: [The Loeries](#)
- Twitter search: [Loerie Awards OR "The Loeries" OR Loeries2014 OR "Loerie Awards 2014"](#)
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