

# Put experience at the centre of your organisation

Issued by [Loeries](#)

9 Jul 2018

You have the opportunity to choose from eight (four in the morning and four in the afternoon) [Loeries MasterClasses](#) on Thursday, 16 August, and learn from leading brand communicators.



## #LOERIES2018 MASTERCLASSES 8 OPPORTUNITIES FOR PERSONAL GROWTH

For consideration, [Accenture](#) will host a MasterClass on how to unlock and enable your brand, data, culture, product and environment to ensure that you are building an experience-driven organisation, including content on:

- How to become a truly responsive, innovative organisation able to respond to an ever changing customer landscape.
- How to develop and nurture an organisational culture that inspires creativity and where people are encouraged to think differently.
- How the power of combining data and design can help you in delivering truly transformative experiences.

### Target audience

- Managers and executives interested in applying design methodologies to improve effectiveness.
- Delegates should ideally be experienced managers, involved with shaping business and product or marketing strategies with the aim to drive change in their organisations.

### When [Loeries Creative Week](#)

Thursday, 16 August

Durban ICC

10h00 – 13h00

### Presented by

MARCEL ROSSOUW



# BOOK YOUR SEATS NOW

[Other MasterClasses on offer](#)

- Gagasi FM
  - uDarkie, the evergreen economic driver.
  - Goliath and Goliath
  - What's your story: Steps to build a personal brand
  - 2 x Google
  - The unskippable future of advertising.
  - Data-driven creative.
  - Raizcorp
  - Are creative entrepreneurs born or made?
  - Shared Value Africa initiative
  - Profit and purpose - uneasy bedfellows.
  - Women in Marketing
  - Female representation and the media - who controls the narrative?
- South African agencies: [the Seminar](#) and [MasterClasses](#) can be claimed as Informal Training in the B-BBEE Codes of Good Practice.





**BOOK YOUR  
TICKETS NOW**

**LOERIES CREATIVE WEEK  
16-19 AUGUST  
DURBAN SOUTH AFRICA**

# **LOERIES**

# **DSTV**

# **SEMINAR**

**FRIDAY**

**17 AUGUST**

# LOERIES AWARDS SHOWS

FRIDAY & SATURDAY  
17-18 AUGUST

For more, visit: <https://www.bizcommunity.com>