

uDarkie, the evergreen economic driver

Issued by [Loeries](#)

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

For consideration is a MasterClass hosted by Gagasi FM that focuses on the South African province of KwaZulu-Natal (KZN) - home of the Loeries - and the economic contribution it makes to the country's economy as well as the overall economic value of the province and its population.

What to expect

- The panel will cover the topics: KZN as an economic powerhouse and the "real" consumers driving the KZN and South African economy.

Target audience

This MasterClass will be of great value for custodians of brands and products that generate revenue from the evergreen middle market. The following should attend:

- Sales Managers
- Marketing Managers
- Creatives
- Content Creators
- Media Strategists, Planners & Buyers
- Media Managers

When

Loeries Creative Week

Thursday, 16 August

Durban ICC

2pm – 5pm

Presented by

Panelists will represent Gagasi FM, Trade & Investment KwaZulu-Natal, Tourism KZN and the Durban Chamber of Commerce.



DURBAN CHAMBER
OF COMMERCE AND
INDUSTRY NPC

BOOK YOUR SEATS NOW

Other MasterClasses on offer

- **Accenture**

- Put experience at the centre of your organisation.

- **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?

- **Women in Marketing**

- Female representation and the media - who controls the narrative?

- **Shared Value Africa Initiative**

- Profit and purpose - uneasy bedfellows.

South African agencies: [the Seminar](#) and [MasterClasses](#) can be claimed as Informal Training in the B-BBEE Codes of Good Practice.

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