



LOERIES
AFRICA MIDDLE EAST



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

MASTERCLASSES

10
THURS

TIKTOK MASTERCLASS

How NOT to go viral:
5 easy steps to become the most forgettable brand on the internet

Avalon Theatre
09:30 – 10:30

CREATIVE CIRCLE MASTERCLASS

Can we be honest about the standard of our advertising?

Workshop Space
09:30 – 10:30

SABC MASTERCLASS

The Power of Storytelling

Avalon Theatre
11:00 – 12:00

UN-STEREOTYPE ALLIANCE MASTERCLASS

Breaking Stereotypes in Advertising

Workshop Space
11:00 – 12:00

UWG MASTERCLASS

Blood, Sweat, and Brand Power:
Navigating the Billion-Dollar World of Global Sports

Avalon Theatre
12:30 – 13:30

OPPO MASTERCLASS

Photography: From Art to AI

Workshop Space
12:30 – 13:30

NEDBANK MASTERCLASS

Growing Sustainably from Good to Great

Avalon Theatre
14:00 – 15:00

DESIGN MASTERCLASS

How to get a Design elephant through the door

Workshop Space
14:30 – 15:30

UNILEVER MASTERCLASS

Real beauty in the age of AI

Avalon Theatre
15:30 – 16:30

CULTURE MASTERCLASS

You Can't Rent Culture! Commit or quit

Workshop Space
15:45 – 16:45

THIS IS **TOUGH** SO ARE YOU