

EVENT PROGRAMME

DAY 1

15 OCTOBER

22 OCTOBER

SCHEDULE

SPEAKERS CPT

SPEAKERS JHB

Welcome and Introduction	Trevyn McGowan	Trevyn McGowan
Getting the Hang on Good Design - a journey through the process of design	Cathy O'Clery	Cathy O'Clery
Mega Trends: making sure you are relevant	Lianne Burton	Lianne Burton
Building a Brand	Grant Rushmere	Grant Rushmere
COFFEE BREAK		
Building an Asset of Value and Networking Your Opportunities	Pavlo Phitidis	Pavlo Phitidis
Approaching the Media: how to do it and how to maintain their interest. Facilitated by Cathy O'Clery	Aspasia Karras Vicki Sleet Malibongwe Tyilo	Aspasia Karras Uno de Waal Zodwa Kumalo-Valentine
LUNCH & NETWORKING		
Preparing for Market - checklists and tips	Trevyn McGowan	Trevyn McGowan
SNAPSHOTS Keys to Success: how we did it and what we learnt	Tammy Frazer John Vogel Bev Missing	Zeze Oriakhi-Sao Lise Butler Ronel Jordaan
COFFEE BREAK		
CASE STUDY Bigger than Life and Daring to Fail. In conversation with Julian McGowan	Porky Hefer	Porky Hefer
NETWORKING DRINKS		

EVENT PROGRAMME

Programme subject to change

DAY 2

16 OCTOBER

23 OCTOBER

SCHEDULE

SPEAKERS CPT

SPEAKERS JHB

The Business of Design Checklist: what you need to ask yourself and what you need to do	Trevyn McGowan	Trevyn McGowan
How Do You Look to the World? What happens if I Google you?	Cathy O’Clery	Cathy O’Clery
Get to Know the SABS Design Institute	Gavin Mageni	Gavin Mageni
Mapping Cape Town’s Creative Community	Mike Purdham	
Copyright and Intellectual Property		Mariette du Plessis
COFFEE BREAK		
Business Systems to Save Time and Make Money	Steven Cohen	Steven Cohen
Good Design as Good Business	James Wilkinson	James Wilkinson
CASE STUDY How We Manage Ourselves and Our Team	Katy Taplin + Adriaan Hugo Philippa Thorne	Katy Taplin + Adriaan Hugo Philippa Thorne
LUNCH & NETWORKING		
Approaching Retailers and Thinking Commercially	Laurence Brick	Laurence Brick
Unlocking the Value of Brands	Arie Fabian	Arie Fabian
An Alternative Route to Market - how I did it	Ariane Besson	Ariane Besson
COFFEE BREAK		
Get to know the South African National	Anita Stanbury	
SNAPSHOTS Our Make or Break Moments	Gavin Rajah	Lucilla Booyzen Marianne Fassler Albertus Swanepoel Shaldon Kopman
Round-up and Concluding Discussion		
NETWORKING DRINKS		