

# Largest creative network for women, SheSays, launches in Cape Town

The world's largest creative network for women, SheSays, is launching in Cape Town on 19 April 2018 - the first in Africa.



She Says NYC discussion with Kari Nles, Barbara Thall, Silvia Cavalcanti, and Jesse Baker. © [She Says Global Facebook](#).

Focused on the engagement, education and advancement of women creatives, it has a presence in over 42 cities around the world and is run by a volunteer network of women.

## Why Cape Town?

Why a Cape Town chapter? "Because we need more women at the top", says co-organiser Anelde Greeff, editor-in-chief of Eat Out. "Because we need to have each others' backs. And we want to give young creatives people to look up to."

The first free event will be hosted by the Red & Yellow Creative School of Business on 19 April 2018. Themed, [Forward to the Future](#), it will take the form of a panel discussion featuring dynamic women from advertising, media, marketing and other creative industries sharing career and life hacks, action plans and tips on making your mark. There will also be a Q&A session, followed by networking and drinks.

The meet-up will be moderated by Dr Dorrian Aiken, integral master coach and lecturer, and will feature many of South Africa's biggest trailblazers, such as Red & Yellow Creative School of Business CEO Nikki Cockcroft, publishing dynamite

Ingrid Jones, author Paige Nick, former head of Strategy at Saatchi & Saatchi, Tharina Haas, and Sturae Hickley, head of the award-winning ad operations team at Mark1.

“We are extremely excited about this addition to Cape Town’s buzzing creative scene”, says founder Alessandra Lariu. “At SheSays we encourage conversations that will lead to actions. We’re not about sitting and moaning about stuff. It’s about doing, it’s about everyone getting together to learn from each other, it’s about us helping each other.”

## Ultimate networking get-together

SheSays provides women in creative industries with the thought leadership and connections to fast-track their careers. It’s different to other organisations in that it affords its chapters complete freedom in how they shape their offerings. Members have a say and everything is free (most organisations are committee and membership fee-based).

In cities like London, New York, Sydney, Melbourne and Singapore, SheSays also offers separate mentorship programmes in addition to the traditional SheSays events. At ‘speed mentoring’ events, mentees get round table face time with various industry heavyweights and can also sign up to long-term mentoring programmes. This is something the Cape Town chapter plans to introduce in future.

“We are keen for these events to be the ultimate networking get-together and to offer real-life value, whether you’re a freelancer looking to connect with agencies, a junior creative looking for guidance or execs wanting an opportunity to give back or connect socially with peers”, explains Greeff.

Register for the launch event of SheSays Cape Town at [Eventbrite](#). Entrance is free but seats are limited. Join the group on [Facebook](#) and on Twitter at [@SheSaysCapeTown](#).

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