

SABC Education signs agreement with Career Indaba, African EduWeek

SABC Education has signed a three-year agreement with the event organisers which entails promotion to its radio and television audience as well as a strong presence onsite during the events. The third annual Career Indaba is taking place at the Sandton Convention Centre from 19-20 May.



The Career Indaba is described as South Africa's number one destination for students, learners, job seekers and young professionals to meet universities, FETs, career advisors and employers.

Long time ambition

"A partnership with SABC Education has been a long time ambition for us as this takes our education event Career Indaba and African EduWeek, to a whole new level and will enable us to reach the hearts and mind of learners, students and teachers everywhere," says Tanya Jackman, event director of Career Indaba and African EduWeek.



The eighth edition of African EduWeek, which returns to Johannesburg from 10-11 July, is specifically aimed at teachers and education experts and is the continent's premier education conference and expo.

Says Danie Swart, head of SABC Education: "Since 1996, SABC Education has been proud to fulfil its mandate with compelling educational content for our diverse audiences in South Africa and the rest of Africa. To enable us to continue enriching minds and lives, we have to also spread our wings and find partners that have similar values and can complement our offering. We believe we have found this in Spintelligent, who have been organising very successful education and other events in South Africa and all over the continent for many years."

Opportunity to reach out

Says Jackman: "Career Indaba presents us with the opportunity to reach out to as many learners as possible who don't have access to adequate or the right information about career prospects. The event will help them find out so much more about the right career or study path to motivate them to start this next, very exciting phase of their lives!"



"Through SABC Education", she adds, "we will have access to millions of viewers and listeners, young and old, many of them learners and parents, to share this message."

The agreement with SABC Education will entail advertising on the broadcaster's social media platform, promotions and live reads on the radio, career expert interviews on selected radio and TV programmes as well as competitions. SABC Education will also have a strong presence onsite at both upcoming events. At Career Indaba in May, the SABC will have a highly interactive feature area focusing on the different career opportunities in broadcasting, including an OB (outside broadcast) unit on the expo floor.

Dates and venues

Career Indaba:

Expo: 19-20 May 2014

Venue: Sandton Convention Centre, Johannesburg, South Africa

Website: www.careerindaba.co.za

African EduWeek:

Expo and conference: 10-11 July

Pre-conference: 9 July 2014

Venue: Sandton Convention Centre, Johannesburg, South Africa

Website: www.educationweek.co.za

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