

Ticket sales open for 2018 Apex Awards and NeXt Level of Thinking Masterclass

Ticket sales are open for the two 2018 Apex Awards events being held on Monday, 16 July 2018 at The Sandton Convention Centre...



Odette van der Haar, CEO of the ACA.

Tickets for the NeXt Level of Thinking Masterclass and evening Awards Ceremony can be booked [online](#).

The events begin at 08h30 with the third instalment of the NeXt Level of Thinking Masterclass which is hosted by Provantage Media Group. Each speaker will be delivering a TedX-style thought leadership talk followed by a Q&A session with leading trade commentator Ashraf Garda. The Masterclass is a not-to-be-missed event that will afford all agency client teams a great learning opportunity and boasts a stellar line-up of speakers, including:

- Sharon Keith, marketing director, Africa: The Coca-Cola Company Africa
- Samu Makhathini, associate account director, media and digital practice: Kantar Millward Brown
- Zibusiso Mkhwanazi, group CEO of M&N Brands and founding partner of Avatar
- Musa Kalenga, chief future officer: House of Brave

The prestigious and hugely popular annual Awards Ceremony takes place from 19h00 and annually attracts more than 400 attendees. They consist of captains of industry from the advertising and communications sector, commercial business, industry stakeholders, key stakeholders from Government and members of the media.

Significant event for the profession

Says Odette van der Haar, CEO of the ACA: "This is not only a highlight on the annual advertising calendar but significant event for the profession. The industry comes together to celebrate and recognise the value the profession adds to business success. APEX furthermore contributes to maintaining the high standards of the profession through the awarding of bursaries to deserving students at the AAA School of Advertising."

The awards program raises much-needed funds for bursaries for deserving, previously disadvantaged students from the AAA School of Advertising. A total of 72 students have been provided bursaries since the Apex bursary program was launched in 2010. Recipients are selected against stringent criteria and without the funding provided by the Apex programme, may not be in a position to pay for and obtain their tertiary qualifications.

By supporting the Apex events, patrons are afforded an opportunity to learn, gain valuable insights and be inspired from the best brains in business at the Masterclass, network and attend the awards ceremony gala dinner, while investing in the future of the profession.

Sponsors

The 2018 Apex Awards are hosted by the ACA in partnership with Provantage Media Group and ABInBev and with sponsors Kantar Millward Brown.

“The ACA thanks our key partners Provantage Media Group and AB InBev, sponsors Kantar Millward Brown and all the contributing companies the collaboration and support provided. Staging the events and providing bursaries would not be possible without their participation. We thank all involved and look forward to continuing the celebration of the work that worked in the years to come,” adds Odette.

Seats at both events are limited and selling fast. Don't delay, book now to avoid disappointment. Tickets can be booked [here](#).

Join the #Apex2018 conversation on Twitter: @ACA_SA and Facebook: ACASouthAfrica.

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