

Ads24 to host second Food for Thought

 By [Jessica Tennant](#)

15 May 2018

Ads24 launched its annual Food for Thought event last year and will be hosting the next one later this month on Tuesday, 22 May at The Park House of Events on 7 in Johannesburg.

The event brings together media advertising agencies, creating an opportunity for directors and other leaders in the space to connect and think about the current and future landscape of the industry.

“We purposefully decided not to have a typical event where we would hash out more of the same industry topics,” explains Marise van der Lith, brand manager of Ads24. “Instead we decided to create something different that would add value on a personal and professional level.” As such, the event incorporates interactive sensory experiences and a great opportunity for like-minded individuals to network.

“ Our hope is that the event lives up to its name – we quite literally want to offer ‘food for thought’ around the things that shape lives. ”

Last year’s theme was focused on technology, its impact on the economy and the way in which it would shape the future, whereas this year the focus is on how current disruptive trends in international and domestic events could impact the South African landscape and why the industry needs to act now.



Professor Nick Binedell | [Ads24.co.za](https://www.ads24.co.za)

This year's speaker lineup features Professor Nick Binedell, economist Dawie Roodt and scenario planner and futurologist Clem Sunter. "We are excited about all our speakers. Individually they are at the top of their game in their respective fields and are renowned thinkers," says Van der Lith.

"The nuggets of truth and the insights from the speakers are always interesting and we look forward to an event that is beautifully designed and memorable."

[Click here](#) for more info. The event takes place on Tuesday, 22 May, 8am-2pm at The Park House of Events on 7 in Johannesburg.

ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. marketingnews@bizcommunity.com

- Have You Heard's in_Broadcasting launches conference series - 23 Nov 2021
- Kantar study looks at changing media consumption - 22 Nov 2021
- #Loeries2021: Grand Prix winner Joe Public United's 'Unity Laces' for Converse - 19 Nov 2021
- #Loeries2021: Grand Prix winner Havas Creative Middle East's 'Liquid Billboard' for Adidas - 18 Nov 2021
- Carl Willoughby comments on TBWA and Toasted Sam's Pendoring Umpetha win - 16 Nov 2021

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>