

Call for events submission to Social Media Week Johannesburg

Social Media Week (SMW) Johannesburg, set to take place from 22-26 September 2014, is currently accepting event submissions from interested parties, using 'The Future of Now: Always, On, Always Connected' as the overarching theme. The deadline for event submissions is 25 July 2014.

Hosted and managed by DigiSense, SMW Johannesburg will comprise of a core series of events geared at generating dialogue, examining current trends, and engaging in discussions about the reach, potential and impact of social media and digital technology in our lives. Confirmed panellists and speakers include game-changers and innovators in the space will share insights about social media.



The effect of social media activity in the past few years has demonstrated clearly that it plays a major role in growing business, networking and brand building. It has become a key business unit in many successful companies, and has evolved into a communication and business-growth tool in its own right. Whether in business, the arts, education, or technology, social media has a major impact in how we go about our daily business.

Event locations, programme

Events during SMW Johannesburg will be held in various locations throughout the city. The centrepiece will take place at official SMW Johannesburg Hubs located at the new Tshimologong Precinct and Wits Theatre in Braamfontein. Topics include:

- Public sector innovation
 - Future of mobile technologies
 - How to make big data work for you
 - Inside look at consumer trend behaviour
 - Future of collaboration
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- South Africa, setting the stage in the arts, music, TV/film

Become an event partner

"The event will hold its own core discussions and dialogues. However, the heart of its success and identity is incorporating a multiplicity of voices and creating platforms for a wide range of companies - large corporations or startups, NGOs or government departments - to get involved and be part of the conversation," explains Addiel Dzinoreva, executive director of SMW Johannesburg.

"This is an opportunity for leading organisations, brands and professionals to take part in a global movement that brings together some of the brightest minds and game-changers in business, society and culture. As a networking exercise, it is unparalleled in its potential to reach target audiences."

Event criteria

Criterion for participation as an event partner is that the event must be content-rich, share important insights and innovations, be relevant and, in some respect, serve the greater good. There is no fee levied by SMW Johannesburg to host an event.

Much in the spirit of Social Media Week, the events are expected to be interactive in nature, provoke a discussion that lasts beyond the event and integrate technology in a meaningful and user-friendly manner. For more information, go to socialmediaweek.org/johannesburg.

Social Media Week happens in over 20 cities around the world exploring the social, cultural and economic impact of social media and technology. In its sixth year of operation, it has reached attendees in 26 cities and racked up an online audience of 1 million, plugging in by streaming video, social and mobile experiences. Registration for SMW Johannesburg opens on 20 August 2014.

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