

# New conference to develop youthful entrepreneurs

The Business of Creativity Conference, hosted by I Create We Create (ICWC) education developmental agency and headline sponsors, Hanser Pilsener with Joe Public South Africa and VELOCITYAFRIKA, is designed to empower business-minded young creatives to sharpen their entrepreneurial acumen.



It will be held on Saturday 28 February 2015 from 9am until 4pm at Constitution Hill, Johannesburg.

From music to fashion, photography to art, film and marketing, South Africa has no shortage of young creative minds with hopes of making a living from their creative talent. However, honing a natural flair into a viable business has many challenges. This youth conference for entrepreneurial creatives focuses on the business aspects of creative career paths.

"We want to help young people realise that creative careers can be viable business ventures and that a passion or hobby and day job can be one and the same thing. However, talent alone is not enough. Creativity is reputed to be about fun and games but the speakers at the conference will show that their success has been a result of hard work, developing and honing certain skill sets and of course, talent," said Banele Rewo, founder of ICWC.

## Speakers

- Mdu Ntuli of the weekly online comic show Izikhokho Show and restaurateur Vusi "Blackanese" Kunene
- Wandile Zondo, co-founder of Thesis Lifestyle Brand and OkMalumKoolKat, will give a talk titled 'From Local Idea to Global Brand'
- Self-taught investment maverick Kganya Kgare will talk about his career journey from unemployed matriculant and call centre agent to becoming an emerging markets economist at Asset Manager Stanlib.

## Four interactive panel discussions will feature young entrepreneurial creative names and brands:

- Business of Art: MJ Turpin and Matthew Dean (Kalashnikov Galleri)
- Business, Creativity and Young Women: Zama Phakathi and Ramurai Musekiwa
- Business of Fashion: Fashion brands DOPE Store, Strussbob's Nthato Modiselle
- Business of Music: Musician Lebo "Shugasmakx" Mothibe and Architect, DJ and producer DJ Elque

Tickets for the conference cost R40 from [www.webtickets.co.za](http://www.webtickets.co.za) or at Pick n Pay.

## Free film & photography workshop

A free practical Film and Photography workshop will run alongside the Business of Creativity workshop. Lead by one of Africa's top production companies, VELOCITYAFRIKA, the six-speaker workshop will feature:

- VELOCITYAFRIKA Directors Mpho Twala and Zwelethu Radebe (#DemVABoys)
- Voted AFDA's Best Cinematographer 2010 Ofentse "Unclescrooch" Mwase
- Leading photography and film practitioners: Musa Nxumalo (How to create conceptual Photography)
- Sherilia Gaspar (Entrepreneurship and event Photography)
- Jeffery Rikhotso (From your blog to Magazines)

The workshop is limited to 100 people. Register now at [www.lcreatewecreate.co.za](http://www.lcreatewecreate.co.za).

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