

# Online Tuesday #3 South Africa - What is your craft?

Issued by [Incubeta](#)

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On Tuesday, 8 September, the third edition of Online Tuesday South Africa will be held at the Upper East Side Hotel ([DoubleTree by Hilton](#)), in Cape Town.

## *What is your craft?*



Craft is a big trend at the moment and with the ease of online commerce, the internet has become the biggest craft market in the world. Whether a large retailer selling clothes or a one man brewing company distributing beers or a small leather-product making startup. Anything seems possible these days.

During this edition we will hear from seasoned experts what are the main drivers for their success. With a unique, authentic and original website popping up from everywhere the hipster pitfall is around the corner. What do you need to do to keep your public enticed and how do you keep reinventing yourself and your offer.

[Lee Geldenhuys](#) is Head of Strategy and Social at [Hello Pretty](#). This platform serves for 1,288 design entrepreneurs as an online marketplace. Enabling these to embed their online stores into their websites as well as Facebook brand pages Hello Pretty connects buyers and sellers.

[Rob Heyns](#) is the founder of [League of Beers](#), an online craft beer store and experience that works on growing the craft and artisan beer industry.

The evening will be hosted by [Schalk Bezuidenhout](#). Bezuidenhout is a comedian as well as a drama student at the University of Cape Town. He is known for his hilarious comedy material and quirky dress sense.

## About Online Tuesday

[Online Tuesday](#) has its beginning in Amsterdam, where it started in 2010. It is an event that takes place every second Tuesday of the month in Amsterdam. During this event, which is attended by 150-250 people, a specific digital marketing topic is discussed. The goal of Online Tuesday is to share not only practical experience - for example in the form of case studies - but also visionary ideas about the future of digital advertising. In South Africa the event will take place on a quarterly basis and is organised by it's founding partners [DQ&A Media Group](#), [Initiate International](#) and [Memeburn](#).



**For more information:**

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