



# New conference offers insight on youth market

Student Village is launching a new conference, Y!CON 2016, which will take delegates into the sensory world of Afrillennials (African Millennials) and offer face-to-face interaction with the coolest and most influential students in South Africa. The focus is on the student market, ages 18 - 25.



The conference will renowned speakers, including international guest speaker Adebola Williams, Founder of Red Media Africa; Mike Stopforth, CEO of Cerebra; Khuli Chana & Refiloe Ramogase, Founders of Maftown Heights; and Richard Mulholland, Founder of Missing Link.

"With so many brands expressing a desire to get to know the youth market in South Africa, we have created an opportunity for them to see the world through students' eyes. We've handpicked some of the most influential and outspoken students that get the market, to give insights that one would simply not be able to extract from research," said Marc Kornberger, Director and Co-Founder of Student Village.

Y!CON 2016 will offer a combo of facts, research and students sharing their personal stories to let brands into the heart and minds of the youth market. Ronen Aires, CEO of Student Village will also be presenting the research report on Afrillennials that focusses on successful integration and retention of graduates in the workplace, as well as unpacking how they fit within brands' framework.

With an array of industrial experts, celebrities, international speakers, research and stories from students, delegates will be getting a rich insight into the elusive African youth market. International speakers will share how brands are getting it right with the youth in Africa, while brand ambassadors will share their impactful stories about how brands cracked it, using non-traditional marketing methods.

For more information on Y!CON 2016 or to book your space, visit [www.studentvillage.co.za/ycon/](http://www.studentvillage.co.za/ycon/) or call 011 885 3918.

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