

Bright Talks inspires Cape Town's ad and marketing community

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The first Bright Talks event took place in Cape Town last week. The day-long conference was held at Kirstenbosch Gardens, setting the scene for a day of stimulation and inspiration. Ross Chowles who created and curated Bright Talks took to the stage throughout the day. He spoke from 33 years of wisdom and experience covering topics ranging from how to pick your agency, how to spend limited budget, the benefits of sacrifice to achieve your goals and more.



He was joined on stage by a cast of distinguished speakers. Graham Warsop took the delegates "deep diving" and unpacked the ideal agency model driven by innovative thinking. Gavin Levinsohn spoke about strategy and how overcomplicated it's become "laddering up to nonsense". Margaret Jenks represented the client point of view and spoke of the importance of people skills, partnering with agencies that are skilled and then setting the parameters for a strong, boundaried relationship. She also stressed the importance of "guts x 2" to fight for what you believe in. And then Ravi Naidoo took us on a journey of where a vision can take you and showcased the best of SA's creative talent and invited the audience to put Cape

Town on the map as the creative destination in the world. It was a day-long feast for all attendees who shared their thoughts on Twitter, resulting in the Bright Talks trending on Twitter CT through #brightday.

Ross Chowles said of the day, "The overwhelming response to Bright Talks has been extremely positive. This industry is hungry for knowledge and looking for new approaches." Going forward Bright Talks sees a lighter version of the daylong conference happening with a condensed, afternoon session taking place soon. There is also talk of hosting Bright Light Talks in the evenings to allow for maximum participation. These would be two hour-long events with four inspirational speakers. Interested delegates and speakers should contact Joanne at joanne@brighttalks.co.za.

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