

Go Do Good in the spotlight at Nedbank Digital Edge Live 2014

Issued by [Digital Edge Live](#)

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The final countdown has begun

What do IBM's *Smarter Cities*, Chipotle's *Cultivate a Better World*, Patagonia's *Common Threads Recycling Program* and Coca-Cola's *Small World Machines* all have in common? Purpose-driven work making a difference in people's lives. It's clear from their success that building shared values has never been more important, and this year's Nedbank Digital Edge Live event taps right into this trend, putting purpose-driven communications firmly in the spotlight.

Featuring 26 top local and international speakers including Tom Kelley, partner at IDEO and best-selling author of *The Art of Innovation* and *10 Faces of Innovation*, and Rory Sutherland, Executive Creative Director and Vice Chairman of Ogilvy One London and Vice Chairman of Ogilvy & Mather UK. Once again hosted by media personality, Jeremy Maggs, the annual Nedbank Digital Edge Live "unconference" takes place 30 September 2014 at Vodadome, Midrand, with the theme "Go Do Good". In a world with ongoing social, environmental and economic crises, studies show that brands that truly impact people's lives and make a difference in their communities consistently outperform the market.

This is a generation with an eye firmly on social good, and the message is clear: it's time for companies to communicate a higher purpose than simply making profit. Join the conversation, make sure you're at this year's Nedbank Digital Edge Live - there are just two weeks to go and less than 100 tickets left!

For a full list of speakers, visit the Nedbank Digital Edge Live website: www.thedigitaledge.co.za.

Event Details:

Tuesday, 30 September, 2014

Vodadome, Midrand

11:00-18:00 (registration opens at 10:00)

Full ticket price: R1200 p/p excl. VAT

Block bookings: R1000 p/p (applicable for bookings of 10 delegates and up)

Ticketing queries:

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