

PromaxBDA Africa Awards open for entries

The PromaxBDA Africa Awards which brings creatives together to explore thought-leadership, technology and the latest developments in the media marketing sector, takes place on 21 November at the Maslow Hotel in Sandton, Johannesburg.



Says Tim Horwood, Chairman PromaxBDA Africa 2014: "Today with every new media platform and device, where and how our audience receives our stories is constantly changing. So where and how we tell those stories must continue to adapt.

"But it's not only the mediums of communication that are changing, its our audience too. Gone are the days of passive consumers, today our audience are savvy creators of content, curators of cool and broadcasters in their own right, more connected to the rest of the world than ever before."

This year's theme, 'EVOLUTION', will look at new ways to get messages out into our ever-broadening and fragmenting world.

"To keep our audience involved we have to evolve. Adapt or die!" says Horwood.

Deadline for entries is 6 September. For more, go to www.promaxafrica.tv.