

# Embrace chaos, bring back the magic

By  [Danette Breitenbach](#)

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The #NedbankIMC #UpClosePersonal conference took place on Friday 15 September at Urban Brew Studios, Johannesburg, playing host to a stellar lineup of marketing and media experts, both local and from abroad.



Luca Gallarelli CEO of TBWA South Africa

We caught up with some of the speakers, including Luca Gallarelli CEO of TBWA South Africa.

“I spoke about setting the conditions for effective integration by embracing a little bit of chaos into our environments,” says Gallarelli.

He explains that he chose this subject because he believes that the creative industry has worked really hard to become a lot more efficient in everything it does and to demystify itself.

“But in the process, we have engineered a lot of the magic out of our systems, which I believe are the very ingredients for developing the best creative solutions and setting the right type of environment for innovation to thrive.”

## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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