

What to expect at Fame Week Africa | The Conference 2021

From new trends to strategic thinking and business models, the stage is set for the inaugural Fame Week Africa | The Conference taking place on 4 October at Gallery 44 and Theatre in Cape Town.

Even before the pandemic, disruption through technology was having a huge impact. And, during Covid-19, the tidal wave of digitisation continues to transform content production, distribution and consumption.



Image: Supplied

“ Restoring our vibrant cultural life, the heart of society’s wellbeing, lies in the hands of the creative arts. Fame Week Africa | The Conference seeks to create platforms for the creative industries to engage each other and to find solutions collectively to the challenges facing the industry, says Martin Hiller, content + creative director for Travel, Tourism and Creative Industries at RX Africa, organisers of Fame Week Africa (FWA). ”

Conference highlights:

- Dan Mace, a young creative and visionary film director, YouTuber and the founder of Joe Films in Cape Town will share lessons from his 10-year career behind the camera and how he went from an award-winning young director to an internet superstar.
- **The important role of women in the creative process:** The creative and cultural industries are rife with their own well-known challenges, but an added burden for many women is the prevalence of several barriers to entry. The main gaps women in our industry centre around three key factors: funding, mentoring and training. Selected women trailblazers will tell their stories and share actionable ways to remove obstacles that prevent women from participating in the cultural economy.
- Music industry legend Benji Mudie, will present a masterclass on branding, the class will focus not only on how to create a brand but also to maintain it in an ever-changing media and marketing landscape. Drawing on his 40 years of experience, Mudie will illustrate through two artist case studies from his lengthy career, just how important a brand is in developing a success story, irrespective of product or industry.



Fame Week Africa: 4 events. 1 week. 4 sectors

RXAfrica 6 Apr 2021



Confirmed speakers:

- Dr Lwazi Manzi, executive producer: Spier Films
- Sarah Kozlowski, actor and producer
- Fahiem Stellenboom, marketing manager: The Baxter Theatre Centre
- Manuela Dias de Deus, director: One-eyed Jack
- Ivan Turanjanin, insights: Active Imagination
- Antos Stella, CEO: Content Connect Africa
- Tumi Mogapi, WIM South Africa: Chapter Chair; director of Culture Coins Agency
- Monica Rorvik, head film and media promotion: Wesgro
- Thami Nkadimeng, message architect
- Esther Pearl, founder and executive director: Camp Reel Stories
- Samantha de Bruin, radio show host for plugged in with Samantha de Bruin; founder of SA Management Agency
- Manaileng Maphike, founder: Yateletata Services
- Lyall Ramsden, CEO: Phly Media

The conference is free, but seats are limited, book tickets via www.quicket.co.za.

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