

# IAB SA Youth Action Council virtual town hall

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The IAB South Africa's Youth Action Council is calling on all interested parties in the digital media and marketing space to attend its inaugural town hall on 20 November 2020 via Zoom from 11am to 12pm.



The council aims to increase the engagement and participation of under 30s in the digital marketing industry, with three key objectives. These three pillars of focus are: one, to provide easier access to relevant information and platforms; two, to provide a platform that facilitates collaboration with the other IAB councils to explore and solve existing challenges; and three, to provide a 'seat at the table' alongside industry heavyweights.

*"As we wrap up 2020 and look to 2021, the time has never been more perfect to open up the platform for those outside of the council and get together for a conversation on all things 'young people within digital marketing', as well as the broader marketing and advertising industries,"* says Luzuko Tena, paid social executive at 2U and head of the council.

*"Since its inception in June up until now, members of the council have been involved in various stages of projects, councils and committees as well as events within the IAB SA. This was all part of the plan of first making the council 'work' for those within it before we could do so for the broader network and industry,"* adds Tena.

The inception and incubation of the Youth Action Council is especially timely as the topics of diversity and inclusion move to the forefront of the industry. Together with his team, which comprises 12 millennials who are making their mark in the South African advertising and marketing industry, Tena will focus on the themes of accountability, assurance and ownership for this generation's new industry leaders.



The IAB SA Youth Action Council is announced

IAB South Africa 15 Jun 2020



The agenda for the town hall is as follows:

**Keynote speaker:**

**Abey Mokgwatsane:** Vodacom managing executive for digital channels and platforms

**Council address:**

**Luzuko Tena:** paid social executive at GetSmarter and IAB SA Youth Action Council lead

**Panel Q&A**

with panel host **Noxolo Mafu:** creative lead at 24.com

**Luzuko Tena:** Getsmarter paid social executive and IAB SA Youth Council lead

**Amy Hurle-Hill:** digital portfolio manager at Arena Holdings

**Nomaswazi Phumo:** strategist at M&C Saatchi Abel

**Selae Thobakgale:** co-founder, The Strategy Network; chief strategy officer, The Odd Number and ACA board member

**Closing 12pm**

“It has been an incredible five months since the inception of the IAB SA Youth Action Council commenced, and we have already seen the impact of the council’s influence and insights in many of the current IAB SA platforms and programmes. We look forward to this next phase and to create further access and opportunities and to continue our discussions to address organisational and industry-wide challenges and solutions and the opportunity to understand how to attract and retain the top talent in our industry,” says IAB CEO Paula Hulley.

In addition to the town hall, the Youth Action Council members will also be offering 30-minute mentorship sessions to interested young people who’re starting out in the industry – another important step in building and maintaining relationships with the youth which it represents. These sessions will run throughout the last two weeks of November.

Register for the free town hall webinar [here](#).

**About the IAB South Africa:**

The Interactive Advertising Bureau is a non-profit, non-government industry body based in over 47 countries around the world with the collective vision to empower the media and marketing industry to thrive in a digital economy. We currently represent over 155 members including online publishers, brands and educational institutions, as well as creative, media and digital agencies. Our aim is to provide our members with a platform where they can engage and interact with each other and address digital issues of common interest, thereby, stimulating learning and growth within the South African digital space. None of this would be possible without both your membership and your participation in our initiatives, platforms, partnerships and projects.

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