

Top international creatives to head Loeries judging panels

Issued by [Loeries](#)

19 May 2017

Four global creative leaders are heading for South Africa in August for the annual Loeries Creative Week, taking place in Durban. The four will head up key jury panels as well as speak at the DStv Seminar of Creativity.



Jury Presidents: Pum Lefebure and Keith Cartwright

The international jury presidents are: Götz Ulmer, partner at Jung von Matt in Hamburg heading up Film & Radio panel; Keith Cartwright, executive creative director at California's BSSP heads up the Print, Outdoor & Out of Home panel; Plan.Net's Chief Creative Officer, Markus Maczey from Munich, heads up the Digital & Interactive panel; and Design Army's co-founder and chief creative officer, Pum Lefebure, comes from Washington DC to lead the Communication Design panel.



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In all, more than 160 South African, regional and international judges have the formidable task of seeking out work that is bold, innovative, and that challenges convention.

Says Loeries CEO Andrew Human: "The DStv Seminar of Creativity is an unmissable event for anyone who wants to be inspired by such great minds. Once again our jury presidents include some of the best creative leaders across the globe. It's a honour to have them join us for Creative Week and I would urge everyone to hear their thoughts at our seminar."

The DStv Seminar of Creativity is part of Loeries Creative Week Durban, taking place from Monday, 14 August, to Monday,

21 August 2017. The jury presidents are four of the eight speakers.

Loeries extended deadline for entries is 31 May. For more information visit loeries.com.

About Loeries Africa Middle East

The Loeries, a non-profit company, is Africa and the Middle East's premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries® promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

Culminating in the biggest creative gathering in Africa and the Middle East, Loeries Creative Week Durban brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work. Our region's creative economy is world class and has great potential to grow and to offer employment both to our talented youth. The growth occurring throughout Africa and the Middle East is very exciting, and a major focus of the Loeries is to increase the standard of brand communication in the region.

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