move to Durban ICC

The 2015 Loeries Creative Week will be held from 10-16 August 2015 at the Durban ICC, as the prestigious event moves a month earlier from its Cape Town home.

According to CEO Andrew Human, a number of factors swayed the decision in Durban's favour. "Durban can be reached fairly easily by plane or car from Cape Town and Johannesburg, which makes it affordable and convenient for the majority of participants. Durban is also sunny and warm virtually year round. The Durban ICC will allow us to increase our seating capacity from 1600 to 2200 and all activities and accommodation will be conveniently concentrated within walking distance along the beachfront and at the ICC."

Unique opportunity

"We are delighted to be the hosts of what is the most important annual showcase for the pan African brand communications industry. This will provide Durban with a unique opportunity to showcase its talents and potential in this realm. In addition, the Loeries will provide representatives of our local creative industry with an opportunity to participate in and learn from this key event," adds eThekwini Mayor, James Nxumalo.

Once again, Tsogo Sun will be the official accommodation partner of the Loeries. Special accommodation packages will be made available to delegates at the Southern Sun Elangeni & Maharani, Suncoast Casino and Garden Court.

New partners are eThekwini Municipality, Tourism KwaZulu-Natal (TKZN) and the Department of Economic Development, Tourism and Environmental Affairs, KwaZulu-Natal Province.

Key dates

- The 2015 Loeries campaign will open in February 2015
- The 'International Seminar of Creativity' will take place on Friday 14 August

- The awards ceremonies will take place on Saturday 15 and Sunday 16 of August

For more, visit: https://www.bizcommunity.com