

TBWA\ Africa Conference 2019

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TBWA\ recently hosted its annual #TBWAAfricaConference, bringing together 47 offices from 28 markets across the continent. Under the theme of #DISRUPT, the African collective gathered to share insights on techniques and trends to explore creativity as a growth engine and to analyse innovative approaches in disciplines such as 4IR and technology in Africa.

“We plan to maintain momentum into 2020. Affiliates are building volumes by providing more services in each market while exploring cross-border opportunities,” says Graham Cruikshanks, Director of Africa Operations.

The sessions included thought leadership from within the top-ranked network such as John Hunt (Worldwide Creative Chairman), Ulrich Proeschel (Vice President of Business Development) and Noah Khan (Regional President of Digital and Innovation for Africa and the Middle East).

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