

# Gear up for the Digital Revolution

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Attend the Bookmarks workshop, held in conjunction with Tony Koenderman's Brainstorm conference.

The Bookmarks will be hosting informative workshops run in conjunction with Tony Koenderman's Brainstorm conference on the 9th and 11th of November in Cape Town and Johannesburg respectively.

The title of the Brainstorm conference is 'Catch a Wake Up!' and is geared to offer executives insight into the multi-channel environment that media now is - an environment in which new and old media both play a part.

Speakers at the conference will include; Fernanda Romano (EuroRSCG), Rick Joubert (Vodacom), Stephen Newton (Google South Africa), Keith Shipley (Network BBDO), Greg Garden (Nedbank), and Pete Case (Gloo).

The afternoon Bookmarks workshop session will start off with an informative talk by Chris Colborn (Chief Experience Office R/GA New York) followed by the unveiling of the best Bookmarks entries along with insight from the judges.

## Cost

Full Day Brainstorm Conference - R1980 Lunch and refreshments included. OPA members only pay R1600. Should you wish to only attend the Bookmarks Workshop Tickets cost R500 for non OPA members and R300 for members. The workshop session begins at 3.15pm with a light tea and will end at 5.30pm.

Drinks will be served after the workshop.

For more information and details on the talks log onto <http://www.thebookmarks.co.za/bookmarks-week/workshops>.

Please contact Theresa Vitale at , 011 454 3534 or Terry Barker at , 083 561 1171.

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