

# Second edition of the Pan-African Summit for Media & Communication

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**26-28 May 2014, Nairobi - Kenya**



With the success of the [Cristal Festival](#) in Courchevel, France, for 13 years and the [MENA Cristal Festival](#) Mzaar, Lebanon, for nine years, has been created in 2013 an innovative and ambitious project, the **African Cristal Festival** that stands as the first "Summit for Media & Communication" dedicated to the African continent. The first edition was held from 10 to 13 April 2013 in Abidjan, Ivory Coast.

The concept of the festival is based on high-level conferences with prestigious speakers but also on an adaptation and highlighting of local and/or regional culture within competitions which reward the best of creative advertising. Our event format puts networking opportunities at the forefront of the festival where advertisers, agencies, and media producers can meet and discuss the future of their businesses, globally and locally.

The first edition of the festival opened in 2013 **with seven competitions:**

- Film Cristal
- Radio Cristal
- Outdoor Cristal
- Press Cristal
- Integrated Cristal
- Media Cristal
- Digital & Mobile Cristal

With more than **450 campaigns entered last year**, the African Cristal Festival has become a true reference in **advertising awards** and is recognised in **local and international rankings!**

## **What to expect in 2014...**

The second edition of the event will take place over three days in the largest conference hotel venue in East Africa - [Safari Park Hotel & Casino, Nairobi](#) - and will focus on five aspects:

**Jury and competitions:** An international and regional panel of leading creatives will gather to reward the best advertising campaigns created and broadcasted over the African continent. **Jury President:** Dany SEARLE, Chief Creative Officer, BBDO Asia.

**Showcase of the best creative campaigns** rewarded during the Cristal Festival in Europe & Middle East. The African Short List will also be showcased as the results are decided. This will allow for benchmarking

and provide an inspirational platform for both regions to learn from.

**Conferences and Workshops:** A number of leading professionals from the industry will unite to debate and exchange on the evolution of the advertising and media market in the region and internationally. This will be the occasion to share best practices, forecast trends and enable the professionals from the region to learn and be inspired.

**Award show and gala of the 28th of May:** The culminating point of the event, the gala event, will be an opportunity to identify new African trends and to highlight local culture and promote the best of African creativity.

**Networking:** Based on the success of our existing event formats, the African Cristal Festival provides key networking opportunities for attendees to exchange in a convivial atmosphere. Your delegate fee entitles you to networking dinners and lunches held every day, where you get to network with other delegates, jurors and seminar facilitators from all over Africa and the world.

**Safari trip:** Your delegate pass entitles you to enjoy with other delegates a safari tour to the amazing Lake Nakuru National Park, where you get to admire the great large mammals in their wild and natural habitats and the sheer stunning wonder of one of the world's largest gathering of pink flamingoes. This event is reserved exclusively to the attendees of the African Cristal (extra costs). Registrations to be confirmed on site.

Don't miss this exclusive experience to network!

For more, go to [www.africancristal.com](http://www.africancristal.com).

### **NEW IN 2014:**

The African Cristal Festival launches the first **Advertisers Grand Jury made up of the biggest advertisers of the region** (Safaricom, Airtel, Coca-Cola, Google, Unilever, Heineken...). This specific jury will reward the **Advertisers Grand Cristal** among all the Cristal (Golds) awarded by the Creative Jury.

You get to lead not just the continent but also the world because all the top winning works from each category in the African Cristal are automatically entered, at no cost to the agencies, into the International Cristal Festival held at the breathtaking ski resort of Courchevel in the scenic French alps in December 2014. ([www.cristalfestival.com](http://www.cristalfestival.com))

Discover the 2014 Jury: <http://www.africancristal.com/jury/>

Deadline for entries - **2 May 2014**

For submission go to <http://www.africancristal.com/register/>.

Key information: 26-28 May 2014, Nairobi - Kenya

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