



WINELAND ADAMS &
ADAMS SEMINAR 2017

LEADER OF THE PACK

This year's WineLand Adams & Adams Seminar puts the spotlight on thought leadership. South Africa has been the next big thing for a frustratingly long time, without ever reaching its full potential. What does it take to propel South Africa from being the next big thing to leader of the pack?

21
SEPT
2017

OUR GUEST SPEAKERS



Andy Rice

Johannesburg-based brand strategist, public speaker and advertising commentator Andy Rice will open discussions at this year's seminar. He once played football at Wembley Stadium and cricket at Lord's on the same weekend – and failed to trouble the scorers in either match. He completed a Master's degree at Cambridge University, longer ago than he cares to recall and following a few stints in the marketing and advertising world he co-founded Yellowwood Brand Architects, the first specialist brand strategy consultancy in South Africa. Andy is passionate about the link between creativity and commercial effectiveness.



Piet Naudé

Piet Naudé, ethics professor and director of the University of Stellenbosch Business School (USB), will share his thoughts on leadership, governance and value-driven organisations. He serves on the boards of The Ethics Institute (TEI) and private executive education company USB-ED and is Wilderness Foundation Africa trustee. The first thing he packs when travelling is a pair of running shoes. On arrival, the first thing he does is to get a map of his new surroundings and go for a run.



Tebogo Mogashoa

Tebogo Mogashoa, who holds a BSc Engineering degree from the University of the Witwatersrand, will bring a fresh perspective to the topic from his background in finance, property development, information and communication technology (ICT) and agriculture. His achievements in business resulted from his visionary approach and the ability to combine strategic thinking with a healthy tolerance for ambiguity. Tebogo regards synchronicity as the most powerful tool to navigate complex business environments. He enjoys getting on his mountain bike with his earphones plugged in to ride in unspoilt terrains.

BOOK NOW!

FROM THE NEXT BEST THING TO LEADER OF THE PACK | **PANEL DISCUSSION**

- **Carlen Wahl** – chairperson, Platform 5
- **Andrea Mullineux** – Mullineux & Leeu Family Wines
- **Johann Laubser** – MD, Delaire Graff Estate
- **Marc Kent** – technical director and managing shareholder, Boekenhoutskloof
- **Rob Gower** – senior wine buyer, Woolworths
- **Kelly Thompson** – partner, Adams & Adams

To book your seat, go to wineland.co.za

True leaders don't create followers, they create more leaders – Tom Peters

LUNCH **COST: R600**

WHEN: 21 September 2017

WHERE: Allée Bleue

WHY: **The speed of the leader determines the rate of the pack** – Wayne Lucas, American horse trainer and a US Racing Hall of Fame inductee

