

## A quick reflection on the 2019 Summit

The inaugural My Future 4.0 – Next Level Digital Skills & Careers Summit was held at the Ticketpro Dome in Northriding from 15 – 18 May 2019 and was a resounding success, with just over 17,000 visitors attending over 4 show days.

Whilst there are many career events out there, the organisers realised there was a need to show our youth what the future workplace will look like, focusing on the impact of the 4th Industrial Revolution on current and future careers. Thought-leading companies were able to show the changes in their industries and what skills would be required in the future. Tertiary institutions and training organisations showcased their courses and show people how, and where they could go to acquire the skills they need to succeed.

The Summit was aimed at school learners, students, teachers, parents and those already employed wanting to understand how they should upskill themselves to remain relevant and competitive in this ever-changing work environment. 70% of jobs that will come to the fore over the next 10 years do not exist today, and industries need to highlight the way forward for this workforce to understand what current and future requirements will be.

Visitors spent 90 minutes in the Theatre of Tomorrow experiencing the vision and changes across multiple industries, interacted with companies on the TechXpo floor sharing their innovation and future ideas, were able to listen to informative talks by 4<sup>th</sup> Industrial Revolution influencers, and were guided by the educational institutions present.

There was also an Educators Conference lead by industry specialists that focused on the impact of the 4th Industrial Revolution in the classroom. The conference ran over 3 days hosting 140 teachers and principals from local schools.



### 2019 Visitor Breakdown

School Learners	12 626	Teachers/Heads of School	543
Tertiary Students	1008	Millennials	1721
Parents/General Public	1978	<b>Total</b>	<b>17 896</b>



## 2019 Exhibitors & Sponsors

- ✦ AAA School of Advertising
- ✦ Academic Institute of Excellence
- ✦ Acer South Africa
- ✦ Animation SA
- ✦ Beckhoff Automation
- ✦ Belgium Campus
- ✦ Blockstarters
- ✦ Boston City Campus
- ✦ Boston Media House
- ✦ CliffCentral
- ✦ Cobots
- ✦ Code4Change
- ✦ CODEJIKA
- ✦ CoinED
- ✦ CSIR
- ✦ CTU Training
- ✦ Deftech
- ✦ Edit Microsystems
- ✦ Endress + Hauser
- ✦ EDRO
- ✦ FIRST Tech Challenge
- ✦ Gamefinity
- ✦ Gradesmatch
- ✦ Hot 91.9FM
- ✦ IIE MSA
- ✦ i-Student Academy
- ✦ IFM Electronics
- ✦ Jacaranda FM
- ✦ JB Marks Education Trust Fund
- ✦ Jendamark Automation
- ✦ Microsoft Education
- ✦ Microsoft Mahala
- ✦ Minecraft
- ✦ Mineworkers Development Agency
- ✦ Mining Qualifications Authority
- ✦ Nafasi ZA ANGASI
- ✦ National School of Government
- ✦ Nedbank
- ✦ Nile Media
- ✦ Oculus
- ✦ Open Learn
- ✦ Open Window
- ✦ ORNICO Media Monitoring
- ✦ Pepperl & Fuchs
- ✦ Pinnacle Surgical
- ✦ PlayStation SA
- ✦ Promo Solutions
- ✦ RS Components
- ✦ SAIMC
- ✦ Sci-Bono Discovery Centre
- ✦ Shuter & Shooter
- ✦ Study in Hungary
- ✦ TechSprung
- ✦ The IIE Vega School Design Brand Business
- ✦ Thought Africa
- ✦ University of Johannesburg
- ✦ We Think Code
- ✦ WIKA Instruments
- ✦ Wits School of Arts
- ✦ Youth Employment Services



Department of Research & Development

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OFFICIAL COMMUNICATION

## 2019 Public Relations & Marketing Campaign

The My Future 4.0 2019 Summit media campaign focused on brand awareness and building an audience. This included social media, Google ads, print media, outdoor advertising, print media, radio and TV coverage. This was monitored by Ornico Media Monitoring.

### Social Media & Digital Marketing

**Platforms:**  
Facebook, Instagram, Twitter,  
Google Ads, LinkedIn

Combined Potential Reach **4 555 705**

Combined Engagements **72 302**

### TV, Radio and Live Streaming

**Platforms:**  
Jacaranda FM, HOT 91.9 FM, 5FM, Power FM,  
Cliff Central, Netwerk 24, SABC News, e-TV

Combined Potential Reach **22 170 000**

Public Relations Value **R16 300 982**

### Out of Home Advertising

**Platforms:**  
Billboards, Street Pole Ads, Digital Billboards -  
Lanseria Airport

Combined Potential Reach **2 728 409**

Combined Impact **9 045 577**

### Print Media

The event was widely covered by a number of industry-specific publications including Saturday Star, The Independent, Die Burger, Beeld and Khuluma Magazine, Engineer IT, Mango Juice Magazine, The Mercury, News24, Mango Magazine, Pretoria News, Daily Sun and iAfrica.

Combined Potential Reach **4 901 399**

Public Relations Value **R938 876**

### Overall Impact

Our total media exposure resulted in approximately **45 000 000** individual sightings or exposures and a combined public relations value of approximately **R 17 000 000**

