



Young Creative Student Challenge

James Byrne

Team ITFFA and NIKON SA, in proud association with PANALUX/PANAVISION, Value Film Fleet and Atlas Studios, cordially invite you to the prizegiving of the **Young Video Creators Challenge, Joburg 2024**

Date: Wednesday 6th March
Venue: Atlas Studios Braamfontein
Time: 18:30 for 19:00

RSVP: Click on the link below
[REGISTER HERE](#)

Our objective is to carry a message of encouragement and hope by being personable and demystifying the progression from early development to a full scaled successful career on the film and media industries.

It makes more sense to equip the Youth with the necessary skills (both production and entrepreneurial) so that they can fend for themselves. The film industry is tricky, often leaving it's members without gainful employment for long periods of time, and a side hustle is both needed and necessary. The same is true for the students who need to pay off their studies and sustain themselves while learning their trade.



We thank the sponsors of the YCSC.

Nikon; Panavision; Value Logistics

Our objectives were to accomplish the following.....

- Reward excellence in digital marketing strategies, using digital media and film as the narrative to promote film and tourism.
- To spread a message of encouragement and hope
- To create opportunities for interns to meet potential mentors
- To provide a platform where synergies could be created, thus creating opportunities for re-igniting film and tourism in South Africa.



This year's Young Creatives Student Challenge was won by **Marshal Negus Bhebe** and **Khanyisile Mashinini** for the **first round** of challenges that took place in January.

There was a cash prize of R10000 sponsored by Nikon

The prize giving took place at Atlas Studios' First Wednesday Movie Club in the 3rd March 2024.

Among those in attendance were, James Barth from PANAVISION South Africa, Steven Herbst from Value Logistics, Ernest Nkosi the producer of wheels n smoke, Neo Mokuene, James Byrne and Caroline Ungersbock (All board Directors of the STPP)



The second challenge took place at Hotel Sky in Sandton, where the YC's had to create digital content that the Hotel could use as part of it's digital media marketing campaign.

The winner of this challenge was **Jordan-Lee Green** an Alumni of WITS University.

Among those in attendance was Christine Norton the marketing manageress of Premium Group/ Nikon SA, Suadiq Davids, the imaging specialist from NIKON SA, Ignatious Maminge, the GM of Hotel Sky.

