

Connecting dots



Vol. ONE, January 2012

GREAT PEOPLE, GOOD FOOD & COOL TECHNOLOGY!

Executives-in-the-know agree that the **intelliLAB** is the place of choice to meet, connect and interact with other innovators and like-minded thinkers. Besides being a fantastic *Conference Venue*, the LAB also offers exciting break-away spaces and faculty tours that explore the latest in *alternative energy* research, *image processing* and much more.

- 80-Seater Training Facility
- Full HD Multi-cam Studio
- LIVE Streaming Capability
- Packaging for Web, Uploading & SEO Offering
- Delectable Catering
- Dedicated, Safe Parking

The cherry on top must be our **Techno-Area**, which boasts some of the coolest gadgets and technology such as *Augmented Reality* for iPads, *3D* and *360 Degree* cameras!

But why not drop by today for a cappuccino and see for yourself? You'll find the **intelliLAB** on the edge of the "A" Parking of the *Auckland Park Kingsway Campus* at the **University of Johannesburg**.



AIRTIME PACKAGE ON CNBC AFRICA



Look out for **INNOVATION NEWS**, soon to hit *CNBC Africa* on *DStv*. The School of Electrical & Electronic Engineering at the *University of Johannesburg* is the first in South Africa to have secured its own airtime deal on television!

Commencing June/July 2012, a daily block of programming will feature five original shows with such **Innovation Thought Leaders** as Jayshree Naidoo, Pavlo Phitidis and Rory Moore from the Innovation Agency. This exciting initiative carries the endorsement of **SAINe** (*The Southern African Innovation Network*).

Get involved NOW! For more details on how to **connect** your brand to this space and give **exposure** to your own inspiring projects, be sure to contact Nico Steyn at nico@intellilab.tv

“ The reason most people don't get what they want is that they don't know what they want. ”

- T. Harv Eker (2005)
Secrets of the Millionaire Mind

Upcoming intelliLAB events:

- TV Promo Maker's Course (3 Days, commencing 24th Jan)
- Online Video Marketing Course (5 Days, commencing 30th Jan)

FUELDUEL Season II

The Solar Challenge

Down to Earth (Camera in SPACE!)

Please forward any innovation, invention or entrepreneurial news or information about events and seminars to the *intelliLAB* Innovation News Desk: graham@intellilab.tv

ONLINE VIDEO MARKETING COURSE

After plenty of prototyping, **intelliLAB** is proud to announce our first official training course, geared to helping entrepreneurs **formulate** and **produce** their own content for online video marketing.

The **Online Video Marketing Course** runs **MONDAY 30 Jan - FRIDAY 3 Feb** and offers delegates the fast track on:

- Presentation (*We're all Brands, Vlogging & Presenting to Camera*)
- Storytelling (*Structure of Marketing Messaging, Script 101 & Impact*)
- SEO (*Tags, Metatags & Getting Google-visibility*)
- Infographics (*Complex Concepts made Simple/Visual Messaging*)
- Studio/Multi-cam Recordings (*Prepping Online Presentations*)

The cost is R 6 000 per delegate and the price includes the production and packaging of ten online video clips, as well as daily meals and craft.

COOL TECHNOLOGY

Multi-cam Studio, LIVE Streaming

GOOD BUSINESS

Seminars, Speakers & Training

GREAT FOOD

Events & Faculty Tours