

Epica Awards Creative Circle debates: "Will responsibility kill creativity?"

Clients, agencies and journalists will be asking, "Will responsibility kill creativity?" at the Epica Awards Creative Circle that will be taking place in Amsterdam on 15 November at the KIT Royal Tropical Institute.



Image supplied.

Taking part in a series of exclusive round table conversations are ABN Amro, KPN, Nuon, Philips and PWC. The agency side is represented by BETC, Cheil, DDB, Superheroes, We Are Social and Wieden + Kennedy. They are joined by journalists from titles such as *Adweek*, *Adformatie*, and *Werben & Verkaufen*.

Opinion leaders from all over

The industry is embodied by opinion leaders from the EASA (European Advertising Standards Alliance), the IAB (Internet Advertising Bureau), the DDA (Dutch Digital Agencies) and the VEA (the association of Dutch communications consultants).

Issues such as gender equality, sexuality, diversity, political extremism and climate change are impossible to ignore yet fraught with risks for communicators. When does purpose-driven advertising becoming "cause washing"? Is it still possible to create controversial or even non-politically correct campaigns?



Seven South African entries on shortlist for the 2018 Epica Awards

6 Nov 2018



Students from the New School Amsterdam will also be present at the event, which is backed by partners Adobe, Euronews, Screenvision and the EASA.

Meanwhile, there are still places available for the Epica Awards ceremony itself, from 7pm on 14 November when the Royal Tropical Institute will become the stage for a celebration of the world's best creative work, as voted by the unique press jury of the Editors' and Publishers' International Creative Awards.

Click [here](#) for more information.

For more, visit: <https://www.bizcommunity.com>