

Social Media Week Lagos announced

eNtiate, a Pan-African digital agency has announced its partnership with Social Media Week Lagos - the only African city to host the event. eNtiate will be the social media analytics partner.



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SMW Lagos, produced by AFRIKA21, will take place from 26 February – 2 March 2018. Lagos is the first African city to host the annual event, and is one of the 12 cities around the world to host the Social Media Week conference in February. To date over 25,000 people have participated.

The SMW Lagos 2018 theme *Closer*, will explore the intensifying conflict between community and individualism.

The conversation will bring together a diversity of perspectives to discuss the most productive ways to harness these forces to drive innovation, improve consumer experiences and bring people together.

“Our partnership with SMW Lagos started in 2017 and we are very excited to be part of this conference. In addition to the partnership, I will be delivering a "must-attend" talk for developers, entrepreneurs and digital agencies who need to keep a close eye on Facebook growth trends and developments,” said Bra Willy, founder of eNitiative.

The title of Bra Willy's SMW Lagos 2018 talk is, *Facebook Stats: Why Nigeria Is On The Radar*. It will be one of over 100 key notes, panel discussions, master classes, digital installations, co-working spaces, and networking events exploring a

wide range of topics including business, entertainment, education, technology and politics.

The *Facebook Stats: Why Nigeria Is On The Radar?* session is free and open to the public and will take place on 27 February, from 10am to 11am.

To learn more and register [here](#) to attend.

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