

# IAS presents feedback on AdForum World Summit

Having attended the AdForum World Summit in the US, the Independent Agency Search & Selection Company (IAS) will be providing feedback at a Masterclass / Feedback Session aimed at marketers and agencies on 26 October 2016 at the Institute of Directors in Sandton.



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Johanna McDowell, the founder and chief executive of the IAS and director of Scopen Africa will conduct the Masterclass, providing feedback from 30 worldwide agency CEOs from New York and Los Angeles Agencies. For the first time, McDowell will also be providing high-level feedback on the first Scopen Agency Scope research conducted in South Africa.

According to McDowell, the difference between this year's summit and others was that in Los Angeles, the influence of Hollywood has a huge bearing on marketing communications locally and globally. "It was interesting to meet some of the key players on that side of the fence, with some of the legendary agencies in the city. However, there was much more to it and all will be revealed at the masterclass where I will provide in-depth feedback.

Using the same Masterclass platform, McDowell will highlight the 15 key trends in South Africa that emerged in the Scopen Agency Scope Report. This research provides a comparative analysis of trends using 11 other countries as benchmarks.

To book for the masterclass, email email [nikki@agencyselection.co.za](mailto:nikki@agencyselection.co.za).

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