

Marketers Masterclass for Agencies unpacks 2016 requirements

The Marketers Masterclass for Agencies, being held on 8 March 2016 between 2.30 and 4.30pm at the Institute of Directors in Sandton, will examine what marketers are looking for in 2016.



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Business leaders, directors and managers working in various marketing and communication agencies around South Africa are invited to attend. The event will consist of a client panel, which will be facilitated by the Independent Agency Search & Selection Company (IAS), and will include some keynote guests that are big players in South Africa's marketing and advertising landscape.

These include Belinda Godfrey, marketing executive at The Spitz Group, Mohammed Ismail, senior manager of marketing resource management and integration at Standard Bank and Brehndan Botha, procurement portfolio head at Brandhouse/Diageo.

Topics

- Panel Discussion
- Pressure on budgets – how CMOs are handling this in the C-Suite
- Where agencies can help – projects vs retainers?
- Is the economic landscape going to create more in-house agencies?
- Expected outcomes and views on the next 12 months
- Digital vs traditional media – cost saving or false saving?
- Africa in 2016? What is likely for these companies?

Johanna McDowell, founder and director of the IAS says the event promises to be a lively discussion. "These Masterclasses are exclusive to subscribing agencies and their staff. All names and titles of staff members must be registered with IAS before attendance is approved. There are no costs for any subscriber to attend the IAS Masterclasses."

For more information, email projects@agencyselection.co.za.