

## BCMA to host event on branded content

The Branded Content Marketing Association (BCMA) will host an presentation on branded content at Vega on 24 July 2018. The presentation will feature four speakers who will share their insights on the subject.

The lineup includes MTN COO Enzo Scarcello, Soul City Institute CEO Lebo Ramafoko, PHD CEO Wayne Bishop, and Retroviral co-founder Mike Sharma. The presentation is in line with the BCMA's commitment to engage and educate agencies and marketers on the importance of using branded content because it has been given more prominence in marketing budgets.

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