

# AMASA Joburg October forum - The Road to Outdoor

Issued by [Amasa](#)

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After launching the Gauteng Data to the industry last month, the Out of Home Measurement Council (OMC) will be presenting their new Roadside Outdoor Audience Data (ROAD), currency overview and methodology, Gauteng insights and the Quantum software, to AMASA members and friends.



The presentation will demonstrate the strategic value this new outdoor roadside currency will provide to OOH media owners, marketers and media planners.

The presentation will include: OMC Structure, Members and Methodology, Video Presentation, Topline Findings and Insights.

Join us as we talk The Road to Outdoor with:

- JCDecaux
- Primedia Outdoor
- Outdoor Network
- Kuper Research
- Telmar

Free entry, drinks and snacks.

Date: 5 October 2016; 16h30 for 17h00.

Venue: Ster-Kinekor Preview Theatre, 185 Katherine Street, Marlboro.

• **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021

• **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021

• **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

• **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020

• **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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