

# The IAB SA focuses on digital industry education in October

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Media agencies, publishers, and brand marketing teams find themselves having to constantly adapt to the dynamic digital landscape. To assist in making sense of this reality, the IAB SA's October Digital Den sessions are aimed at equipping attendees with the digital knowledge required to be successful in this space.

The Digital Essential Marketing Course offers a foundational overview of the most important concepts and practices in digital marketing management. The course, which consists of four sessions, will focus on leadership, management, culture, and creativity in digital marketing, and will approach digital as part of the entire marketing ecosystem, rather than a standalone channel. The courses will run once a week from 14 October to 4 November. Full details and prices can be found here: <http://iabsa.net/events/>

On 1 October, a panel discussion on building the future of digital talent, in association with Livity Africa, will kick off the sessions. As the digital industry continues to grow in South Africa, there is an increasing demand for young talent. The discussion will look at who is responsible for ensuring young people are equipped with the required skills in the workplace.

This event will bring together leading organisations and innovators such as Elizabeth Gould, co-founder and CEO of CodeX; Sebastian Stent, Publishing Manager for Primedia Online; Katharina Scholtz, Academic Head at Red and Yellow; and Johann Schwella, Creative Director at 140 BBDO. Full details can be found here: <http://iabsa.net/events/>

On 8 October, Kelly Walden, Digital Marketing Manager for Adidas, will share her thoughts on what brand marketers can anticipate from both their brand agency and publishing partners in order to meet the demands of today's digital consumer.

Kelly's exposure to the entire digital lifecycle, from the perspective of agency, brand, and publisher, puts her in a unique position to provide valuable insights. Full details can be found here: <http://iabsa.net/events/>

On 13 October, Carl Jordan, advertising technology specialist with a CV that includes work for Yahoo UK, Google UK, Thomson Reuters UL, and Outbrain South Africa, will be talking about how brands and publishers can use advertising technology to engage their target audience.

With 16 years experience in selling advertising technology solutions to media and digital agencies, brands, and publishers, Carl will provide valuable and practical advice.

"At the core of the IAB SA is a drive towards educating and informing the industry through ongoing training initiatives. We realise the importance of equipping our members and other industry players with important information and research in order to ensure the evolution of the digital industry in South Africa remains on par with that of the rest of the world," says Josephine Buys, IAB SA CEO. "These events also present an opportunity for networking and interaction between important industry players. Given the constant evolution of our industry, we encourage anyone involved in digital exposure to consider attending the sessions."

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