

Future of Media Conference transitions to digitised online events

Arena Events has announced that the Future of Media Conference will go ahead as a series of digitised online events instead of a physical conference that would take place on 1 October.

"We can't predict the easing of the current lockdown, so transitioning this eagerly anticipated industry event to an online series is the most sensible way to move forward. This also ensures that media and marketing professionals will continue to have a platform for engagement on industry issues and innovation," says Taryn Westoby, head of Arena Events

Panellists in the discussion, moderated by Pearl Sokhulu (managing director, Vuma 103 FM), include Bronwyn Williams (trend translator and future finance specialist, Flux Trends), Chris Botha (group managing director, Park Advertising), and Claire Luella Denham-Dyson (head anthropologist, Demographica).

The Future of Media Conference is directed towards the media, advertising and marketing sectors, where the paradigm shift that's happening in the media environment.

The Future of Media digitised series kicks off at 10am on 29 May 2020.

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