



# IAS to attend AdForum Summit in US

The AdForum Worldwide summit 2016, which opens in the US today, will feature the Industry Agency Search & Selection Company (IAS), as part of a delegation with top marketing, advertising and communication industry experts.



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The 2016 summit will take place between Thursday 6 October and Tuesday 11 October from New York, Los Angeles, through to San Francisco, covering a series of intricate and complex industry issues and challenges. The summit aims to assess and unpack the global trends in industry disciplines such as advertising, creative, media, digital, public relations, direct, and indirect marketing services.

The AdForum summit is by invitation only and this will see industry leaders across the world come together and offer a chance to network and grow their business as well as highlight how their expertise and experience can shape the industry into the future.

The IAS is the only uniquely South African company participating in the summit for the past four years. The organisation has been extensively involved with the summit for the past eight years.

“The main reason we accept the invitation to attend is to ensure that we are up-to-date with the latest trends in the international world of advertising and communication and to bring the latest news back to South Africa and help be the driving force behind the growth in the market,” says Johanna McDowell, the founder and chief executive of IAS.

At this year’s event, McDowell plans to attend as many as six agency meetings per day. This will culminate into sessions where various agencies of all disciplines in the industry will present their views and challenges they face in the different markets that they operate in. This will include the scope of their work as well as insights into the human intellectual property that is required in order to run a fully-fledged agency looking to grow in a fast changing environment.

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