

# Mediamark launches skills development, knowledge-sharing initiative

*In the KNOW NOW* is Mediamark's new skills development and knowledge-sharing initiative aimed at ensuring that marketers and media-planning professionals are kept up to date with industry trends while also providing young media practitioners with additional skills.

*In the KNOW NOW* consists of physical programmes and web-based learning which is intended to develop media knowledge and skills among junior planners as well as experienced media practitioners.

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