

AMASA #MobileMatters Seminar - staying mobile in our always-connected world

Issued by [Amasa](#)

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For the past few years the advertising industry has been discussing mobile as "the next big thing" for advertisers and now, with mobile having grown by 86% across South Africa over the past six years, we can safely say the "next big thing" has undeniably arrived and is here to stay.

According to an article by Forbes on the 2016 predictions for the "App Economy", consumers have reached a state of "hypermobility". They rapidly adopt mobile technologies and downloading applications that keep them connected anywhere, anytime. This always-connected generation is modifying their daily behaviours based on their endless choices in mobile and electronic devices.

AMASA Cape Town – the CT chapter of the Advertising and Media Association of South Africa - invites you to join them as they explore the world of Mobile Communication; its challenges, benefits, opportunities and share learnings with from some of the leading minds and experts in the local industry.

Don't miss out on the **#MobileMatters** full day seminar to be hosted on 21 April 2016 at the Inner City Ideas Cartel in Waterkant street, Cape Town. AMASA have compiled a lineup of South Africa's top experts on the topic in order to unpack Mobile Media Strategy, Mobile CRM, Mobile Apps, explore various success stories and best practices, dive deeper into Influential Marketing, explore how brands can reach the masses via mobile and so much more. Our MC Brett St Claire, Head of Digital Products at Barclays Africa Group Limited, will lead the seminar in April.



The poster for the AMASA #MOBILEMATTERS SEMINAR is a vibrant yellow and orange design. It features a central illustration of a hand holding a smartphone displaying a 'hello' message. The text on the poster includes the event title, date (21 APRIL 2016), location (INNER CITY IDEAS CARTEL), and the theme 'Stay mobile in our always connected world'. A vertical 'SPEAKERS' banner is on the right. The speaker list includes Brett St Claire, Justin Engel, Di Charton, Lynette Hundermark, Natasha Fourie, Candice Goodman, and Matt Willis, each with a brief description of their topic. At the bottom, it states 'Seats are limited' and provides booking information.

AMASA #MOBILEMATTERS SEMINAR
21 APRIL 2016 • FULL DAY SEMINAR
INNER CITY IDEAS CARTEL

Stay mobile in our always connected world

SPEAKERS

Our Master of Ceremonies:
Brett St Claire (Head of Digital Products, Barclays Africa Group Limited)

Mobile Media Strategy
Justin Engel (Marketing Coordinator at WeChat Africa)

How to integrate Mobile into your overall Marketing Strategy
Di Charton (Red & Yellow knowledge sharer)

Is there a place for Mobile apps?
Lynette Hundermark (Co-Founder, MD & CPO at Useful And Beautiful)

IAB Mobile survey - SA Mobile usage and habits revealed
Natasha Fourie (Strategist, The SpaceStation)

How to reach the mass-market on non-smartphones
Candice Goodman (Managing Director, Mobitainment)

Mobile success stories/case studies in delivering measurable ROI
Matt Willis (Mobile Consultant @ Quirk)

Why Mobile is the most formidable media & marketing platform in Africa
Yaron Assabi (Founder Digital Solutions Group, Chair of the Mobile Marketing Association & Non-Executive Board Member @ iab)

Never Trust A Skinny Chef: a formula to succeeding in the Mobile Age
Fred Reed (CEO of World Wide Creative & co-founder of Heavy Chef, 2015 Bookmarks Winner - Best Individual Contribution)

Understanding Mobile Metrics
Mike Carter (Special Projects Director at Maxfusion)

Influential Marketing
Mike Sherman (Owner of Retroviral Digital Communications)

Seats are limited
To book your seat now and avoid disappointment email amasa@stramrood.co.za
AMASA, IAB & MMA Members R1200.00pp | Non-Members R1500.00pp

[click to enlarge](#)

The #MobileMatters Seminar lineup includes the following key experts:

Justin Engel, Marketing Coordinator at WeChat Africa

TOPIC: Mobile Media Strategy

Di Charton, Red & Yellow knowledge sharer

TOPIC: How to integrate Mobile into your overall Marketing Strategy

Lynette Hundermark, Co-founder, MD and Chief Product Officer at Useful And Beautiful

TOPIC: Is there a place for Mobile apps?

Natasha Fourie, Strategist, The SpaceStation

TOPIC: IAB Mobile survey - SA Mobile usage and habits revealed

Candice Goodman, Managing Director, Mobitainment

TOPIC: How to reach the mass-market on non-smartphones

Matt Willis, Mobile Consultant @ Quirk

TOPIC: Mobile success stories/case studies in delivering measurable ROI

Yaron Assabi, Founder Digital Solutions Group, Chair of the Mobile Marketing Association and Non-Executive Board Member @ iab

TOPIC: Why Mobile is the most formidable media & marketing platform in Africa

Fred Roed, CEO of World Wide Creative and co-founder of Heavy Chef. 2015 Bookmarks Winner - Best Individual Contribution

TOPIC: Never Trust A Skinny Chef: a formula to succeeding in the Mobile Age

Mike Carter, Special Projects Director at MaxAxiom

TOPIC: Understanding Mobile Metrics

Mike Sharman, Owner of Retroviral Digital Communications

TOPIC: Influential Marketing

Seminar details:

Date: 21 April 2016

Venue: Inner City Ideas Cartel, <http://www.ideascartel.com/>

71 Waterkant Street, First Floor, Cape Town

Cost:

R1,500 per delegate.

R1,200 for AMASA, AMF, MMA and IAB Members.

To RSVP and book your tickets email amasa@stramrood.co.za

Seats will be limited, so book yours now.

For more information, visit www.amasa.org.za

Like us on Facebook and follow us on Twitter [@AMASA_CapeTown](https://twitter.com/AMASA_CapeTown)

Hashtag for this event: #MobileMatters

" **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](#)

Amasa



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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