

# The state of research in the advertising media and marketing industry - Are we keeping with the times?

Issued by [Amasa](#)

9 Mar 2018

Join AMASA Joburg as we host Nielsen, Kantar, PRC, OMCSA (OOH), Roots and other media research currency representatives as well as key agency and marketing representatives to discuss the state of research in the advertising media and marketing industry. Are the industry research tools adaptable enough to cater for the fast changing consumer lifestyle, is information overload helping decision making processes or will fusion of different research currencies be the answer? *What does the future look like?*

## AMASA Joburg March Forum

### **Date**

Wednesday  
14 March 2018

### **Time**

4pm for 4:30pm

### **Venue**

Vega School  
444 Jan Smuts Avenue, Bordeaux, Randburg



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**DATE**  
Wednesday, 14th March 2018

**TIME**  
16:00 for 16:30

**VENUE**  
VEGA SCHOOL  
444 Jan Smuts Avenue, Bordeaux, Randburg

- **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

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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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