

Capturing the hearts and minds of the SA teen market

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Join AMASA Cape Town at their next meeting on February 24th, 17h15-17h45, at the Winchester Mansions Hotel Sea Point for a panel debate featuring Paul Kerton (wicked), Craig Sims (Zigzag, blunt and Saltwater Girl), Samantha Sneddon (Seventeen) and Barry and Suegnette Comber (Free 4 All).

Topic: A Panel Debate on the topic "Capturing the hearts & minds of the SA teen market", which will be kindly chaired by Di Paice. Issues, amongst others, that the panel would like to raise range from how we need to: "listen as much as talk", how "radical is good", that advertisers cannot underestimate the power of print in the youth arena, and the "seven myths of marketing to teenagers".

Speakers Panel:

Paul Kerton - MD of Style Lab & Publisher of wicked Magazine (MD Style Lab)
Craig Sims - MD of Atoll Media & Publisher of Zigzag, blunt & Saltwater Girl magazines
Samantha Sneddon - MD of 8 Ink Media & Publisher of Seventeen Magazine
Barry Comber - Editor/Publisher of Free 4 All (Director and owner)
Suegnette Comber - Marketing Editor of Free 4 All (Director and owner)

Cost for members FREE. R50 non-members, Students R25.

Please RSVP to Naomi Isaacs on .

Kind regards,

AMASA Publicity – Cape Town

- **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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