

# Diarise IAS Masterclass dates

The second series of South African Independent Agency Search and Selection Company (IAS) Marketers masterclass begins in February 2016. The series was recently endorsed by the IMM and the Institute of Directors (IoD)

## Dates

The first masterclass will be held on Monday 15 February in Johannesburg and on 18 February in Cape Town with the title, 'Getting the best out of your agencies, when to pitch and when to review and contracting'.

- 25 February (17 March) – Evaluating Creative Against Strategy
- 15 March (26 May) – Overview of Media in SA and Africa. Media Agencies – the inner workings
- 17 May (30 June) – Marketing ROI – Embracing MROI as a discipline to deliver strong brands and deliver real measurable value and impact to the business
- 7 June (28 July) – Data Driven Marketing – turning data into insights to drive strategic decision-making. Digital Agencies – Creative & Technology – how marketers should think about and use technology, trends
- 21 July (28 August) – Doing business in Africa – The Africa Cube and Africa Attractiveness Survey
- 16 August (29 Sept) – Legal update – social media, promotions, copyright rules, IP ownership, the consumer protection act, POPI
  
- 20 September (27 Oct) – Latest in Social media from Facebook, Google & LinkedIn – trends, best practice, strategies for the future

This year's programme will see a series of eight highly practical, interactive sessions delivered over 12 months to corporate marketers who specialise in ensuring that their marketing departments remain competitive and relevant in today's business environment. It is also for those who value exposure to thought leadership on local and global marketing trends and specialist teaching on getting the best out of their relationship with any agency with whom they work.

Key presenters will include Mike Schalit, the chief creative officer of BBDO South Africa as well as Professor Nicola Kleyn, the Dean of the Gordon Institute of Business Science (GIBS) and Johanna McDowell, the programme director and MD of IAS.

All sessions will consist of a theoretical section as well as a hands-on practical section to practice the new learnings. For example, each class will also include a practical 15-minute session on evaluating a set of agency credentials as part of agency management 'good practice'.

McDowell says, "A marketer's relationship with its advertising and communication partners is one of the most complex in the

business environment and requires a substantial level of collaboration from both parties to make it effective and sustainable.”

The cost to participate in the programme is R20,000 and covers all eight sessions. For more information, go to [www.agencyselection.co.za](http://www.agencyselection.co.za).

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