

AMASA Joburg February Forum – How Donald Trump won the US election

Issued by [Amasa](#)

8 Feb 2017

It has just been over two weeks since President Donald Trump took office after winning the US election in November 2016. The world is still trying to come to terms with how he won the US election.

The media played a vital role in influencing the public perception of the two candidates leading up to the Election Day.

Mike Sharman, co-founder of award-winning digital agency Retroviral, will unpack the context of the US election around this case study theme:

Reinforcing the need for brands to produce remarkable content, leveraged off an engaged community of authentic influencers, in order to have a real impact on commercial success

Mike subscribes to the philosophy: “Life is short. Play naked!” so expect a lively entertaining forum. He is the co-founder of Retroviral, an award winning digital communications agency that creates online word of mouth spread for brands using bespoke strategy, social media, and web tactics.

Join us:

AMASA members - Free entry, drinks and snacks

Non-members R40 - Free drinks and snacks

Date: 8 February 2017, 4.30pm for 5pm

Venue: Ster Kinekor Preview Theatre, 185 Katherine Street, Marlboro

▪ **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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