

Register for our free webinar: Media Spend. Opportunities in Challenging Times.

Issued by [Spark Media](#)

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Spark Media, a division of Caxton/CTP, in collaboration with Dr Azar Jammie from Econometrix, will be hosting a free unmissable webinar on Thursday, 26 August 2021, 10-11am. By gathering and analysing comprehensive quantitative data, Dr Azar Jammie will unpack local media spending habits and the opportunities that have emerged in these challenging times.

The webinar will focus on the ongoing economic challenges facing South African businesses and highlight media opportunities that will in turn stimulate local economies and generate healthier communities and businesses alike. The Chief Economist will outline some key insights on where and how to spend media money effectively during an economic downturn, the Covid-19 pandemic and politically volatile times.

Speaker



Dr Azar Jammie
Director and Chief Economist
Econometrix

Academically, Dr Jammie obtained a BSc (Hons) in Mathematical Statistics and a BA (Hons) in Economics at Wits, followed by an M.Sc in Economics from the LSE and a PhD at the London Business School.

Dr Jammie has conducted over 5,000 presentations to leading client corporations and other institutions as well as at conferences dealing with the local and international economic environment. Dr Jammie has been quoted over the years in more than 4,000 newspaper and magazine articles in South Africa and abroad (including *The New York Times*, *Time* magazine, *Newsweek*, *The Economist*, *The London Times*, *The Financial Times*, *Le Figaro*, *Le Monde*, *Les Echos*, *Corriere de la Sera* and other national newspapers) and has been interviewed hundreds of times on local and international radio and television, (including different channels of the SABC, radio 702, M-Net, e.tv, Kyknet, eNCA, CNBC, CCTV, ANN7,

Business Day TV, Skye News, BBC, ITN, CNN, ABC, Reuters, Al Jazeera, National Public Broadcasting Radio (USA), National Public Broadcasting TV (USA), Radio France Internationale, Canadian and Swiss Broadcasting Corporations), in three languages.

Who should attend?

If you spend at least a quarter of your time in any of these areas, you should attend this webinar



Register now

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- **Spark Media ‘leaps into local’ with comedian Themba Robin** 14 May 2024
- **Spark Media ‘leaps into local’ with new digital ad offering** 29 Feb 2024
- **New advertising opportunities for retailers as load shedding changes consumer purchase patterns** 30 Jan 2024
- **Spark Media in the 'Big Apple' for Retail's Big Show** 8 Mar 2023
- **Local papers continue to dominate as SA's top-performing print media** 1 Mar 2023

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Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa’s largest print and digital media solutions sales company. It represents Caxton’s 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA’s leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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