

Masterclass on Embracing Marketing Return on Investment

The Independent Agency Search and Selection Company (IAS) will host a marketing masterclass, 'Embracing Marketing Return on Investment (ROI) as a discipline to build strong brands and deliver measurable value and impact to the business', from 2-5pm on 30 June 2016 at the Institute of Directors in Sandton.



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At the event Nicola Kleyn, Dean of the Gordon Institute of Business Science (GIBS) will cover topics such as:

- The real ingredients of ROI
- Why it is essential to measure ROI
- Practical methods of measurement that will have meaning in the boardroom
- Where marketers and agencies need to collaborate in order to deliver ROI

A second part of the session will be a focus on Media ROI and will be presented by Julian Neuburger, CEO at MediaCom and Claudelle Naidoo, Head of Data and Analytics, Media Com. They will cover the following topics:

- Measurement tools available
- The role of data and analytics

Johanna McDowell, founder and MD of the IAS says the masterclass is important for marketers who want to be taken seriously when they have to report on what their campaigns have achieved over a certain financial period.

“The masterclass will look at how to measure marketing campaigns from an investment perspective and if they work. The lectures will equip marketing directors and their units to be more coherent in what they are going to do for the business,” McDowell comments.

The cost is R3000 plus VAT per delegate. For more information, call +27 (0) 10 594 0281 or email Tebatso Masete on projects@agencyselection.co.za.

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