

# Helping agencies understand 2018's marketing challenges

 By Leigh Andrews

16 Jan 2018

Next Tuesday afternoon, the IAS kicks off the year with a masterclass set to share insights into what marketers are looking for in 2018. Nikki Munsie, business director at the IAS, lets us in on what to expect.



Alison Badenhorst of Rand Merchant Bank, Grant van Niekerk of Mondelez, Juliette Morrison of Ascendis Health and IAS CEO Johanna McDowell.

With the sheer volume of trends predictions everywhere you click, the start of the business year can be overwhelming to wade through if you've just settled back into work mode. That's why the first IAS Masterclass session for the year – taking place at the Institute of Directors in Southern Africa (IoDSA) in Sandton from 2pm to 5pm on 23 January – is set to let attendees in on how agencies can better work with marketers by understanding the specific challenges they face.

## Panel discussion particulars

Munsie explains that the masterclass will take the form of a panel discussion facilitated by IAS CEO Johanna McDowell, in which marketing directors from a range of industries such as FMCG, service, finance and healthcare have been selected, in order to share differing perspectives and encourage discussion on the year ahead and the challenges facing them in their specific industries - all in one masterclass.

You can expect the likes of leading industry panellists Alison Badenhorst of Rand Merchant Bank, Grant van Niekerk of Mondelez, Juliette Morrison of Ascendis Health, Rita Fernandes of Mars Petcare and others to share their personal takes on the following topics:

- The economy and the resultant impact on their industry;
- Expected outcome for the next 12 months and how this will impact on their marketing and communication initiatives;
- How CMOs are handling ongoing pressure on budgets;
- Digital vs traditional media, and the prioritisation of content marketing;
- Procurement and marketing in terms of how marketing is working with procurement and the role of marketing vs procurement when dealing with agencies;
- Media and production transparency, particularly whether there's enough transparency;
- What they're expecting from their communication partners specifically, and how agencies can help them achieve their objectives.



IAS business director Nikki Munsie.

As a result, attending agencies will gain insight into the challenges being faced by marketers, and how best they can to work with their clients in the coming year to support them and to help them achieve their objectives.



Johanna McDowell 13 Sep 2017



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Johanna McDowell 27 Sep 2017



So if you're sitting there wondering how your agency can better work with marketers, this sounds like a must-attend to me!

The [masterclasses](#) are exclusive to subscribing agencies and their staff, with a once-off cost of R3,000 ex-Vat per agency if you're a non-subscriber.

All names and titles of staff members must be registered with the IAS before attendance is approved today, 16 January. Email Hlamazi Mabunda on [hlamazi@agencyselection.co.za](mailto:hlamazi@agencyselection.co.za) to register or chat to Johanna McDowell or Nikki Munsie on 010 594 0281 to find out more about becoming a subscriber to the IAS' range of services to agencies. You can also follow [@agencyselection](#) and [McDowell](#) herself on Twitter for the latest updates.

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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