

AMASA investigates the media manager role

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What is the role of the media manager within agencies and is their existence clarified? AMASA will be debating this topic on Wednesday, 4 September.

"The role and definition of the media manager within agencies is a sometimes blurred one," says AMASA Chairperson Lyn Jones. "Is their client the marketing teams or themselves? Are media agencies partners or suppliers? Do they get a say or are they just support for the marketing function?"

"These and other topics are going to be debated at the forum and we're pleased to have Lisa Green (SAB) and Nicole Mills (Unilever) bring their opinions to the forum," says Lyn. "As always our guests will provide their opinions and then the discussion will be opened to the audience."

Members and non members are invited to join the presentation at no cost which will be followed by a Q&A session.

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Date: Wednesday 4 September 2013

Venue: SterKinekor

Preview Theatre

Primovie Park

185 Katherine Street

Sandton

Time: 4pm for 4:30pm

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