

# Meet the Marketers - a new speed dating programme

The Independent Agency Search and Selection Company (IAS) is introducing a new programme called 'Meet the Marketers', where marketers and ad agencies can find each other, work together, and get the best out of their partnerships...



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Launching on 20 August 2015 in Johannesburg, the event offers South African agencies and marketers a no-strings-attached 10-minute opportunity to size each other up and feel if there's enough chemistry to warrant a longer conversation over a boardroom pitching table.

Each speed dating session involves 10 individual marketers meetings with 10 selected ad agencies at the Institute of Directors (IoD) in Sandton. Before marketers leave they will give IAS detailed feedback on the agencies they interacted with. The IAS will forward this feedback to each agency.

Johanna McDowell, MD of IAS, maintains: "It's a dynamic way for agencies to get excellent pitch practice, sharpen their credentials and sales pitch and participate in a learning activity while networking with clients who will provide them with valuable feedback, on the spot."

During each short interaction, attendees will share their professional backgrounds and business goals to see if there is good chemistry and whether any ideas spark. Only agencies who are subscribers to the IAS range of services will be included in the speed dating sessions. Comments McDowell, "We know our subscribing agencies well and part of our service is to match them up with suitable clients."

Sessions in Johannesburg will take place on 20 August and 1 September and in Cape Town on 28 October.

For more, visit: <https://www.bizcommunity.com>