

Local PRO to attend Eurocom conference

Every year, Eurocom Worldwide agencies meet at the Network Conference, which this year is being held in Paris on 16 February 2007. As the local Eurocom partner, Samantha Watt, owner of Watt Communications, will be representing South Africa.

"I am very excited to meet the other member agencies. Since joining last year, there has been a marked interest in South Africa and I anticipate that this will increase after the conference," comments Watt.

With 29 member agencies in 60 locations, Eurocom Worldwide is one of the world's largest independent networks of PR and communications agencies, creating cross-border communications activities for their clients through the network.

"We are extremely pleased that agencies belonging to our network are taking advantage of the network's slim and efficient operational model and using the local expertises when looking at doing business in unknown territory. The growth shown is real proof that our network offers not just words but actions," says Network director Mads Christensen.

The members also co-operate in executing an annual global Technology Survey, in which hundreds of IT industry executives are polled to measure sentiments and outlook in the global technology industry. The next survey is due to be published in February.

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