

# Marketers get more from IAS-IMM partnership



By [Leigh Andrews](#)

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Just this week, a strategic partnership between the Independent Agency Search and Selection Company (IAS) and the IMM Graduate School of Marketing (IMM) was announced. I tracked down IAS MD Johanna McDowell - currently in London on business - to find out more...



IAS MD, Johanna McDowell

Lacking thought leadership on local and global marketing trends? Looking for specialist teaching on best practice in getting the best out of your relationship with the agencies you work with?

If you're silently screaming 'Yes', the IAS Masterclass for marketers is just what the marketing doctor ordered.

Especially now that the IMM Graduate School of Marketing has teamed up with the IAS, which means there's a strong possibility of e-degrees in this field in the near future.

McDowell tells us a little bit more about the partnership...

## ■ ***Let's start with the basics: Tell us a little more about how the IAS works, how it affects the marketing and advertising industry.***

**McDowell:** We help clients select their ad agencies, media agencies, digital, PR, design agencies and the like. More importantly, we then help clients and agencies maintain their relationships. For more on what we do, [click here](#).

## ■ ***How did the IAS-IMM Graduate School of Marketing partnership come about?***

**McDowell:** Well, IMM heard about our [master classes for marketers](#) and suggested that there may be a shared interest. They were also very keen for us to run the classes on a national basis, as it offers opportunity for their marketing members.

## ■ ***What made the IMM Graduate School of Marketing the partner of choice for IAS?***

**McDowell:** They have the credibility among marketers and aspirant marketers.

## ■ ***Does the partnership entail more than the IMM endorsement of your successful Marketers' Masterclass Programme?***

**McDowell:** No - we are only partnering with IMM on the marketers' master classes. The IAS will focus on revenue generation, while the IMM will market the Masterclass for Marketers' Programme to players in the marketing community. Through their expertise in the field, IMM will also help us launch selected Masterclasses to partners in the African Marketing Confederation via webinar.

## ■ ***Sounds good - tell us more about the e-degree and online learning aspect.***

**McDowell:** Very exciting but IMM are the experts here - we intend to learn from them.

Short and sweet, just the way we like it. Seems the partnership will be beneficial to the IAS, the IMM and any marketers who take part.

[Click here](#) to view the official press release about the partnership, which also lists the 2015 Masterclass for Marketers Schedule for Johannesburg, and [click here](#) for details on how marketers and procurement people can work well with each other even if they don't always see eye to eye in a masterclass titled 'Procurement - Friend or Foe? A better way to feature SLAs, to be run on 3 March by Tina Fegent, UK-based procurement and marketing expert.

## 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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