

## Scholtemeyer to lead MPASA ABC conf session

The Magazine Publishers Association of South Africa (MPASA) is hosting a two-day conference next month with one of the sessions to be led by Patricia Scholtemeyer, chairperson of MPASA and CEO of Media24 Magazines. She will be discussing the recent ABC irregularities.

“It's extremely important that we address the ABCs and shed light on how things can go wrong in an organisation. The publishing industry and its partners need to be aware of the ABC rules and regulations, internal audit and control practices and how to ensure that irregularities do not occur,” says Scholtemeyer.

Charles Beiles, GM of the ABC, will provide further crucial insight into the workings of the ABC.

“The Business of Magazines” conference will focus on:

- Local and international trends in magazines
- The new online publishing landscape
- Effective management of subscriptions
- Smaller, independent publishers will learn how to out-manoeuvre the big players in the publishing industry.
- Brand building tools for magazines
- The changing face of retail and lack of space

The conference is streamed into four-sector specific streams on Day Two, including a digital publishing workshop, magazine design workshop, B2B focused stream and customer publishing stream.

The conference takes place 6 – 7 November 2007 at the Sandton Convention Centre in Johannesburg. For more information, go to [www.mpasa.org.za](http://www.mpasa.org.za). The conference programme and booking form may be downloaded from [www.mpasa.org.za/Manager/uploads/Conference/BusinessOfMagazinesConference.pc](http://www.mpasa.org.za/Manager/uploads/Conference/BusinessOfMagazinesConference.pc). Otherwise, contact Monique Goosen on +27 (0)21 417 1121 or email .

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