

AdForum Summit includes IAS

The AdForum Summit, on now in New York until 19 October 2012, has the Independent Agency Selection and Search Company (IAS) as part of its gathering of agency search and management consultants.



Held biannually at global centres such as New York, London, Paris, Amsterdam or Shanghai, the agency meetings are mixed with discussions and panels on themes relevant to the current issues of the industry.

These provide advertising industry leaders and the world's new business movers an opportunity to share their perspectives and assess and forecast global advertising industry trends.

"Opportunity to engage"

"This summit allows us the opportunity to engage with some of the world's leading creative agencies and the opportunity to meet the worldwide CEO's of these agencies, which enables us to work at top level," adds Johanna McDowell the MD of IAS who is attending the New York summit for the fourth time.

The summit will be including an important media session, which is one of the highlights of the packed schedule of the summit.

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