



## Press Release

### MASTERCLASSES FOR MARKETERS – A FIRST IN SOUTH AFRICA

The Independent Agency Selection Company (IAS) is partnering with the Institute of Marketing Management (IMM) and offering a first-of-its-kind masterclass programme to the South African marketing industry: *Masterclasses for Marketers*; a stimulating series of eight classes which are set to take place through 2015.

“These classes are designed specifically and exclusively for corporate marketers who value exposure to thought leadership on local and global marketing trends and specialist teaching on best practice in getting the best out of their relationship with an agency with whom they work,” explains Johanna McDowell, MD, IAS.

McDowell, IAS founder and industry stalwart will facilitate the classes which offer delegates an opportunity to glean and share in her learnings from the first hand engagement she has enjoyed with global leaders and trend setters operating within the international marketing and communication industry. The classes are limited to 30 delegates to promote active participation and interaction.

Her regular participation in the AdForum Worldwide Summit (most recently held in New York in October) and other international forums enriches McDowell with new views and opinions of trailblazers who fuel the exchange of ideas that generate new trends and issues that benefit the marketing industry.

The first Marketers’ Masterclass for 2015 will launch in Johannesburg in February – the topic for the launch class Getting the best out of your agency relationships, will be presented by Johanna McDowell, Founder of the IAS in South Africa..

“This new offering has been introduced in response to numerous requests from IAS’s South African marketing clients who value specialist knowledge and are committed to continuing professional development,” says McDowell.

The IAS took the lead from the AAR, the IAS’ UK principle, who offers a similar series, developing classes on themes that are of particular interest to corporate marketers. In addition, the IAS is drawing from the expertise of ISBA – the Incorporated Society of British Advertisers – who provide a range of meaningful marketing services to UK marketers and advertisers.

Themes include: How to get the best out of client-agency relationships; Negotiating the pitch process; Updates of pertinent legalities that affect the industry as well as How best to evaluate creative work. All topics will be relevant to marketers working with agencies in the advertising and communication sectors.

Savvy marketers will gain insight into important techniques during the 12-month Masterclass programme and in so doing lay the groundwork for future success.

Rates and booking details are available from the IAS as follows:

For a booking form and full details of the eight classes in 2015, please be in contact with Tebatso Masete or Nikki Munsie as follows:

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