

AMASA #MobileMatters Seminar - staying mobile in our always-connected world

Issued by [Amasa](#)

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For the past few years the advertising industry has been discussing mobile as "the next big thing" for advertisers and now, with mobile having grown by 86% across South Africa over the past six years, we can safely say the "next big thing" has undeniably arrived and is here to stay.

According to an article by Forbes on the 2016 predictions for the "App Economy", consumers have reached a state of "hypermobility". They rapidly adopt mobile technologies and downloading applications that keep them connected anywhere, anytime. This always-connected generation is modifying their daily behaviours based on their endless choices in mobile and electronic devices.

AMASA Cape Town – the CT chapter of the Advertising and Media Association of South Africa - invites you to join them as they explore the world of Mobile Communication; its challenges, benefits, opportunities and share learnings with from some of the leading minds and experts in the local industry.

Don't miss out on the **#MobileMatters** full day seminar to be hosted on 21 April 2016 at the Inner City Ideas Cartel in Waterkant street, Cape Town. AMASA have compiled a lineup of South Africa's top experts on the topic in order to unpack Mobile Media Strategy, Mobile CRM, Mobile Apps, explore various success stories and best practices, dive deeper into Influential Marketing, explore how brands can reach the masses via mobile and so much more. Our MC Brett St Claire, Head of Digital Products at Barclays Africa Group Limited, will lead the seminar in April.



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The #MobileMatters Seminar lineup includes the following key experts:

Justin Engel, Marketing Coordinator at WeChat Africa

TOPIC: Mobile Media Strategy

Di Charton, Red & Yellow knowledge sharer

TOPIC: How to integrate Mobile into your overall Marketing Strategy

Lynette Hundermark, Co-founder, MD and Chief Product Officer at Useful And Beautiful

TOPIC: Is there a place for Mobile apps?

Natasha Fourie, Strategist, The SpaceStation

TOPIC: IAB Mobile survey - SA Mobile usage and habits revealed

Candice Goodman, Managing Director, Mobitainment

TOPIC: How to reach the mass-market on non-smartphones

Matt Willis, Mobile Consultant @ Quirk

TOPIC: Mobile success stories/case studies in delivering measurable ROI

Yaron Assabi, Founder Digital Solutions Group, Chair of the Mobile Marketing Association and Non-Executive Board Member @ iab

TOPIC: Why Mobile is the most formidable media & marketing platform in Africa

Fred Roed, CEO of World Wide Creative and co-founder of Heavy Chef. 2015 Bookmarks Winner - Best Individual Contribution

TOPIC: Never Trust A Skinny Chef: a formula to succeeding in the Mobile Age

Mike Carter, Special Projects Director at MaxAxiom

TOPIC: Understanding Mobile Metrics

Mike Sharman, Owner of Retroviral Digital Communications

TOPIC: Influential Marketing

Seminar details:

Date: 21 April 2016

Venue: Inner City Ideas Cartel, <http://www.ideascartel.com/>

71 Waterkant Street, First Floor, Cape Town

Cost:

R1,500 per delegate.

R1,200 for AMASA, AMF, MMA and IAB Members.

To RSVP and book your tickets email amasa@stramrood.co.za

Seats will be limited, so book yours now.

For more information, visit www.amasa.org.za

Like us on Facebook and follow us on Twitter [@AMASA_CapeTown](https://twitter.com/AMASA_CapeTown)

Hashtag for this event: #MobileMatters

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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