

AMASA May Meeting discusses quantifiable ROI and ABC's

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In a 'double-header', the Advertising Media Association of South Africa (AMASA) hosts Francesco Mariola, CEO of the Media and Business Tracking Solution (MBTS), discussing issues around measurement of return on investment and Gordon Patterson, Managing Director of Starcom and Audit Bureau of Circulation (ABC) panel member, sharing recent developments in the reporting of circulation data.

The meeting is a must for members of the industry wishing to correlate advertising spend against actual sales and who wish to take a deeper look at ABC data.

Date: Wednesday 6 May 2009

Venue: JSE, 1 Gwen Lane, Sandown

Time: 16h00 for 16h30

Cost: AMASA Members - Free; Non-Members - R50

Parking is available at Village Walk.

- **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021
- **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021
- **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021
- **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020
- **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

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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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