

Neil Higgs, Research Surveys Director, to head discussions at AMASA's September meeting

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The next AMASA meeting will be held on Wednesday 29 September at the Inanda Club, at Chukkas at 16h15. Join us for an insightful discussion by Neil Higgs, Director of Research Surveys, one of the country's foremost marketing research suppliers.

Mr Higgs heads Research Surveys' (Pty) Ltd Strategic Business Development Unit, and is responsible for technical innovation, and sourcing and developing new research products for the company. A multi award winner, Higgs has presented at the annual Southern African Marketing Research Association (SAMRA) convention, winning eight awards - seven for best paper and one for best contribution to standards in research.

AMASA invites you and your colleagues to broaden your knowledge as Higgs examines four new waves of marketing thinking, how they are interconnected and what this means to communicators. He will highlight the role networks play in our lives and how this impacts on "word of mouth", how our minds process advertising and make decisions, looking especially at the low vs high involvement debate, the worldwide growing importance of understanding people's mind, body and soul and how optimism drives our lives. Higgs will demonstrate that all these factors are influenced by our well-being and that these factors have major implications on how we think about advertising and marketing in general as well as how we assess the likely effects of advertising and marketing.

AMASA invites you and your colleagues to witness this dynamic speaker in action!

Date: Wednesday 29 September 2004

Time: 16h15

Venue: The Inanda Club, Chukkas room, 1 Forest Road, Inanda

Cost: AMASA Members - Free; Non-Members - R50.00.

For more info visit www.amasa.org.za.

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