

Agency commissions debated at AMASA

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On Wednesday, the 4th July, AMASA is debating the necessity or redundancy of agency commission. Howard Fox of GIBS, Richard Proctor of Vizeum and Ross Sergeant of OMD will debate the issue.

"In both our recent AMASA forums (where we debated the utility of rate cards, and the impact of procurement policies on the media buying landscape) the subject of agency commission has been raised brought up," says AMASA's Lyn Jones. "Is agency commission still relevant? Should media owners move to a net rate card? Have clients really moved to a fee based system of remuneration, or are they still working to agency commission equivalents? Join us on the 4th July as we discuss these and other questions."

Remember to bring along your business card for the monthly lucky draw of R1000.

- Date: Wednesday 4 July 2012
- Venue: Ster-Kinekor, Preview Theatre, Primovie Park, 185 Katherine Street, Sandton
- Time: 4:00pm for 4:30pm

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