

# AMASA looks at client agency relationships

Issued by [Amasa](#)

24 May 2013

*On Wednesday, 5 June, the Advertising Media Association tackles the topic "client and agency relationships" to discuss whether businesses are geared for multiple agency partnerships. Panelists from Samsung, Vodacom, Kimberly-Clark and Unilever share their views.*

Media owners, agencies and marketers are encouraged to attend as the forum dissects the state of health of our client and agency relationships.

"The industry has more specialists than it has ever had before," says AMASA Chairperson Lyn Jones. "From digital to social, and from in-store to experiential, and our forum seeks to discover whether or not client teams can cope with the relationships and roles of their various roster agency partners."

The forum will also look at: who owns an idea? Who gets to implement it and who is further up the food chain in terms of client relationships?

Confirmed panellists include Lucien Vallun, Strategic Marketing Manager from Samsung; Tamaryn McPherson, Marketing Communications Manager for Vodacom; Andre Mahoney, Senior Marketing Manager for Kimberly-Clark SA and Nazeer Suliman, CCM Director, Africa at Unilever. The discussion will be moderated by Wayne Bishop, Chanel Director at MEC Global.

Members and non members are invited to join the presentation at no cost which will be followed by a Q&A session.

For more on AMASA, like us on Facebook (AMASA Joburg) or visit our website: [www.amasa.org.za](http://www.amasa.org.za) and follow us on Twitter [@AMASAJoburg](https://twitter.com/AMASAJoburg)

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

Date: Wednesday, 5 June 2013

Venue: SterKinekor

Preview Theatre

Primovie Park

185 Katherine Street

Sandton

Time: 4:00pm for 4:30pm

" **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

Amasa



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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>