

Marketing associations; Some advice needed.

I am working in Field Marketing and returning to South Africa. I am looking to join an association and would appreciate some advice.

Hi all,

I am working at present in the UK as an Operations Account Executive in a field marketing company. I would like to return to South Africa and am looking to join a marketing association. From the research I have conducted so far, I understand there are 2 Associations I should be looking at. If anyone knows of any other then please advise.

The first association is SAMRA which has been in South Africa for "Donkies Years" and the second is the Marketing Association of South Africa which was introduced very recently following the bankruptcy of MFSA.

To join SAMRA as an individual member, I require 2 existing members to act as a reference. This I am finding quite difficult as I have been living abroad for 7 years now and previous contact were in a different industry. Does any one know how to gain contact with members of SAMRA?

MASA is a relatively new association, does it hold credibility in the Marketing industry?

Any input to all the above will be greatly appreciated as well as any other relevant information

Forum created by **Ethel Pitout**