



# IMM endorses IAS' marketers' Masterclass Programme

A strategic partnership between the Independent Agency Search and Selection Company (IAS) and the IMM Graduate School of Marketing (IMM), a leading Southern African independent marketing college, will see the IAS' Marketers' Masterclass Programme endorsed by the Graduate School.

The IAS developed and created the Masterclass for Marketers Programme, which was created by the IAS for corporate marketers who value exposure to thought leadership on local and global marketing trends and specialist teaching on best practice in getting the best out of their relationship with an agency with whom they work.



## Looking forward

Because of the success of the Masterclass programmes, the IMM approached IAS to partner with the IAS. In return, the IMM will market the Masterclass for Marketers

Programme on behalf of the IAS to over 100 leading marketing directors and other players in the marketing community. The IMM will also include direct marketing and personally call members to sign up for the programme.

"Looking forward, the IAS will also consider the possibility of offering e-degrees and, together with the IMM, we plan to launch via webinar selected Masterclasses to partners in the African Marketing Confederation. This will help us to grow our footprint into Africa. However, revenue generation from the programme remains with the IAS," explains IAS, MD, Johanna McDowell.

According to Lars Van Tonder, Executive Head of Operations for the IMM, "The IMM is delighted to partner in this programme as part of the IMM renaissance for 2015. We will assist the IAS with marketing of the Masterclass for Marketers Programme because we see the value offered to the marketing community through specialised insights provided through this offering."

There will be eight sessions in Johannesburg starting 3 February 2015. These classes will also be held in Cape Town during the year. Programme dates for Cape Town will be announced shortly.

## 2015 Masterclass for Marketers Schedule - JHB

Date	Time	Topic
17 February	2-4.30pm	Getting the best out of your Agencies
3 March	9am to noon	Procurement - Friend or Foe and measuring the how's and why's - A better way for SLA's
19 May	2-4.30pm	Legal Update - Social Media, Copyright rules for Communication Industry, IP ownership iro creative & the Consumer Protection Act Marketing Related Provision
23 June	2-4.30pm	Protection of Consumer information - POPI - legal update with Ramsay Webber
21 July	2-4.30pm	Evaluating Creative work against strategy
20 August	2-4.30pm	When to pitch, when to review, when to assess your agency relationships? Tips and guidelines
23 September	2-4.30pm	Global and SA Media and Entertainment Outlook
12 November	2-4.30pm	Collaboration - how to get your communication partners to collaborate effectively and efficiently

Note: Dates and programme indicated may be subject to change

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