

Where is the media decision REALLY made? - AMASA Jo'burg's July meeting



The Advertising Media Association of South Africa (AMASA), along with leading media experts, hosted an interactive discussion forum at their 06 July meeting at The Inanda Club.

July 2005: The topic for the debate was entitled "Where is the media decision REALLY made?" and was chaired by Frank Tilley CEO of The People Group. Bringing a wealth of experience and expertise, selected speakers symbolised the various industry fragmentations representing client, media owner, client service and creative agency. Members of the panel who shared their insights on this highly topical issue were:

Nazir Suliman - Media Manager, Cell C, presenting the topic from a client perspective, Ken Varejes - CEO, Primedia Unlimited and Greg Stewart, General Manager for Commercial Operations, Citizen, both providing a Media Owners perspective, Tim Byrne - Deputy Managing Director, Jupiter Drawing Room presenting from a Client Service point of view, Sue Walker - Agency Media Director, Hunt Lascaris will provide a media directors viewpoint and Kevin Kleinhans - Executive Creative Director, Old Shanghai representing creative.

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