DMMA Breakfast event

5 Apr 2011

2011 is proving to be a busy year for the DMMA and we have already achieved a great deal in a few short months.

Please join us for a light breakfast and presentation where we will provide a brief update on the significant projects we are currently undertaking, and present the key findings of our first ever qualitative research study.

Agenda:

- A welcome and discussion on our 2011 objectives from the new DMMA chair, Nikki Cockcroft.
- An update from Josh Adler and the Effective Measure team on our new measurement system, and how we're stacking up. Josh and James (from Effective Measure) will be able to answer any final questions you might have.
- A presentation by Marcela Ospina from I for Instinct on the findings from our 2010 qualitative research study. The full research report will be available for members to take with them on the day.
- A quick overview from Andrea Mitchell, the new Head of Research, on the research we have planned for 2011.

Time: from 8.30am to 11am

Jhb Date: 12 April 2011

Place: Hackle Brooke, 110 Conrad Drive, Cnr Jan Smuts Avenue, Craighall

CT Date: 14 April 2011

Place: Sports Science Institute, Boundary Road, Newlands, Cape Town

Book your seat, email Theresa at info@dmma.co.za.

- **Urgent: Shape the future of South African digital marketing** 30 Apr 2024
- **Be part of this year's IAB South Africa Internet Advertising Revenue Report** 1 Mar 2024
- **IAB South Africa Bookmark Awards 2024 early bird entry extension** 28 Feb 2024
- **IAB SA's new white paper: A roadmap for influencer marketing** 21 Feb 2024
- **Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event** 21 Jul 2022

IAB South Africa

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