

# AMASA Forum - July: The Establishment Survey - now what?

Issued by [Amasa](#)

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#AMASAJoburg will host a forum on the Establishment Survey. Join us for a high-level panel discussion about what happens now after AMPS. The panel will comprise industry experts from TNS South Africa, Publisher Research Council (PRC) and the Broadcast Research Council of South Africa. This discussion will be facilitated by AMASA Joburg's Gordon Patterson.

After almost 40 years of uninterrupted delivery, the last All Media and Products Survey (AMPS) was published in April this year. From, a local advertising and marketing perspective, the contribution that AMPS has made, cannot be understated and neither can its global reputation as a superb example of a single source survey.

We know that a lot of industry professionals are asking the question "Now what happens seeing that the AMPS chapter has closed?"

Fortunately almost two years ago, plans were initiated to ensure that there would be a research foundation for decision making in a post AMPS world. And while there are still areas in development, it's clear from the progress to-date, that the new research will not only be a quantum improvement, but more importantly address the shortfalls of the previous approach.

We're entering a new era of media research in which all stakeholders play an equal role, where transparency is real and where effort will be invested in addressing the challenges of the future.

There's more future ahead than history behind, so join AMASA and be informed.

This discussion will take place on Wednesday, 6 July at 4.30pm for 5pm at the Ster Kinekor Preview Theatre, Sandton.

AMASA Joburg is also introducing a sponsorship package for the monthly Forums. Clients and Media Agencies alike are invited to take up the opportunity to have brand presence during the AMASA Forums. If you or your client would like to be a sponsor of the next AMASA Forum, please get in touch with Quinton Scholes: [Quinton.Scholes@abn360.com](mailto:Quinton.Scholes@abn360.com) The sponsorship will include; your brand's banners up at the reception and foyer of the forum venue, opening closing billboards in the AMASA presentation.

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