

AMASA presents 'Five things your kids can tell you about media and advertising today.. and tomorrow'

Issued by [Amasa](#)

29 May 2008

This Wednesday the 4th June, the Advertising Media Association of South Africa (AMASA), hosts media, marketing and communications guru, Lev David.

What with the cost of nappies, school fees and PSP's, you're doing a lot of payment in advance. Now it's time to put those little trend consultants to work! Your kids are already dropping you major hints about profound changes in the media and advertising markets. And it's not just their own tastes and behaviours that they can teach us about... they also hold a few secrets about yours.

Lev David presents a surprising talk about the media's future that is not only invigorating, but also pragmatic and immediately useful.

This meeting is relevant to advertisers, marketers, agencies and anyone operating in the wonderful world of communication.

The AMASA Meeting begins 16h30 sharp at the JSE, 1 Exchange Square, Gwen Lane, Sandown. AMASA Members free, Non members R50.

ABOUT LEV DAVID

Lev David is an independent media consultant and founder of SAY YAY CREATIVE, a creative consultancy that works closely with traditional media companies like Kagiso Media, as well as non-media companies like Wesbank and Sasol. He consults regularly on creativity management, content, convergence, brand development and activation.

Lev is a member of the Gerson Lehrman Group Council on Media, Standard & Poor's Society of Industry Leaders and the Gateways Group of Consultants.

Also, Lev David is one of South Africa's leading newspaper columnists. He writes the column "A Quiet Riot" for the Mail & Guardian, and contributes with alarming irregularity to their Thought Leader platform.

He is even available for weddings and children's parties. Email him at .

" **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021

" **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021

" **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

" **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020

" **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

[Amasa](#)



The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>