

Media summit for SA

What is reportedly the first media summit for South Africa will be held at the Cape Town International Convention Centre (CTICC) on 11 November 2010. The objectives are to discuss and debate the challenges facing today's rapidly evolving magazine landscape and obtain a comprehensive understanding of what advertising over the next decade will look like and the implications for magazines.

Organised by the Magazine Publishers' Association of South Africa (MPASA), the plan is to create an annual event to bring local and international media industry leaders together, including representatives from the business to business, customer and consumer magazine sectors, as well as advertising, branding and media specialists.

Jonathan Harris, chairman of the MPASA Media Summit Committee, says, "As an innovative industry facing new challenges, this event is essential. I want to create a forum where industry can come together and debate the most important and impactful issues and hopefully extract valuable strategic insights."

Topics

Keynote speakers and panel discussions will cover a range of critical themes such as:

- Advertising NEXT - Social networks, TV and video, broadband, mobile, iPads, e-readers and games
- 21st century strategy - As the media landscape changes, the debate around paid vs free, professional vs. user-generated and the connection between offline and online continues. How will magazines not only adapt to survive but thrive over the next 20 years
- Journalism 2.0 - Technology and culture are changing fast and with them media organisations and the talent that generates content. As this content becomes increasingly more multi-channel, multimedia and multi-receptor, it investigates implications in the way journalists think and write.

Confirmed speakers and booking details will be announced in July 2010.

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